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Monthly Meeting of the Board of Directors  
Thursday, September 24, 2020  
Online or By Phone

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## **AGENDA**

***In consideration of others, please turn off cell phones prior to the beginning of the meeting.***

Nicole Hohenstein '21, Chair\*  
Michael Ponce '23, Past Chair\* (2nd)  
Tim Kielpinski, Chair Elect  
Bryce Noll '23, CFO\* (2nd)  
Dave Stevenson, Marketing Chair\*  
Mesa Bradley '23  
Bob Kennedy '23  
Thomas Salinas '23 (2nd)  
Levent Alkibay '22 (2nd)  
Bart Glass '22

Steve Hoefs '22 (2nd)  
Jason Paret '22 (2nd)  
Ben Villalobos '22  
Tim Foley '21  
Amanda Bombard '21  
Yoli Say '21 (2nd)  
Gail Fornasiere, Catalina Island Museum  
Denise Radde, City of Avalon  
Roberto Perico, Two Harbors  
Jim Lutjohann, President & CEO

*\*= Member Executive Committee/ '23 = year term expires on 6/30*

### 1:00 pm

Join Zoom Meeting

<https://us02web.zoom.us/j/85713161129?pwd=SkoxaGk0NkhISmtDaGJmekJqQTFodz09>

Meeting ID: 857 1316 1129

Passcode: 481295

One tap mobile

+16699006833,,85713161129#,,,,,0#,,481295# US (San Jose)

+13462487799,,85713161129#,,,,,0#,,481295# US (Houston)

Meeting ID: 857 1316 1129

Passcode: 481295

Find your local number: <https://us02web.zoom.us/j/85713161129?pwd=SkoxaGk0NkhISmtDaGJmekJqQTFodz09>

#### **I. Call to Order**

#### **II. Introductions and Recognitions**

#### **III. Presentation: Catalina Island Medical and Center Measure H**

#### **IV. Consent Item(s)**

**Mission:** To attract visitors and advocate for commerce on Catalina Island

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- a. Approve Minutes of July 2020\*
- b. Approve New Members: Mrs. T's, Courtyard Suites\*

**V. Discussion & Possible Action Item(s)**

- a. Report of the Chair—Nicole Hohenstein
- b. Report of the Auditor—Melissa Knudtson
- c. Report of the Chief Financial Officer—Bryce Noll
  - July 2020 Financials\*
  - Funding Update
    - SBA
    - City of Avalon
    - PPP
    - Other
- d. TOT/TBID formation Follow-up--Nicole Hohenstein, Chair
- e. Report of the President\*--Jim Lutjohann
- f. Committee Reports
  - Report of the Marketing Committee—Dave Stevenson
    - Roam Wild Campaign
    - 3 for 2 midweek hotel stays
    - Media Relations\*
    - Consumer e-blasts
    - Social Media
    - TripAdvisor, Discover LA & Visit California site content
    - Print Collateral—limited distribution resumed
    - Digital Visitor Guide 2021
  - Report of the Film Liaison Committee—Jim Lutjohann
  - Events Update—Jim Lutjohann
  - Outdoor Dining Update—Jim Lutjohann

**VI. Board Member Updates**

**VII. Requests for Future Agenda Items**

**VIII. Adjourn**

\* information included in board packet  
*Audio/Video Recording may be used for accuracy of minutes and actions*

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## Future Meetings

### **Thursday, October 15, 2020**

11:15am, Membership Committee

1:00pm, Board of Directors

Annual Marketing Conference (October date & location TBD)

### **Thursday, November 19, 2020**

11:15am, Cruise Committee

1:00pm, Board of Directors

**December** - no meetings scheduled

### **January 21, 2021**

11:15am, Quarterly Marketing Committee

1:00pm, Board of Directors

Possible Board Retreat (January date & location TBD)

### **February 18, 2021**

11:15am, Membership Committee

1:00pm, Board of Directors

### **March 11, 2021\***

11:15am, Cruise Committee

1:00pm, Board of Directors

### **April 15, 2021**

11:15am, Quarterly Marketing Committee

1:00pm, Board of Directors

### **May 20, 2021**

11:15am, Membership Committee

1:00pm, Board of Directors

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**June 10, 2021\***

11:15am, Cruise Committee

1:00pm, Board of Directors

**July 15, 2021**

11:15am, Quarterly Marketing Committee, Founder's Room, US Bank

6:00pm, Annual Meeting & Installation Dinner, location TBD

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