



Joint
Quarterly Marketing Meeting
&
Monthly Meeting of the Board of Directors
Thursday, January 23, 2020
Founder's Room, US Bank

AGENDA

In consideration of others, attendees are asked to turn off cell phones prior to the beginning of the meeting.

Michael Ponce '20, Chair*
Nicole Hohenstein '21, Chair Elect*
Bryce Noll '20, CFO*
Dave Stevenson, Marketing Chair*
Gail Fornasiere, Past Chair*
Levent Alkibay '22 (2nd)
Bart Glass '22
Steve Hoefs '22 (2nd)
Jason Paret '22 (2nd)
Ben Villalobos '22

Tim Foley '21
Yoli Say '21 (2nd)
Agnieszka Sanchez '21 (2nd)
Mesa Bradley '20
Lisa Lavelle '20
Thomas Salinas '20
Denise Radde, City of Avalon
Tim Kielpinski, Catalina Island Conservancy
Roberto Perico, Two Harbors

Jim Lutjohann, President & CEO

**= Member Executive Committee/ '20 = year term expires on 6/30*

11:15 am

Quarterly Marketing Meeting

1. Call to Order
2. Introductions and Recognitions
 Guest introductions
3. Presentation
 Brand Standards and Campaign Concepts—Crown & Greyhound
4. Discussion Items
 Marketing Update

12:15 pm

Break

1:00 pm

Board Meeting

1. Call to Order
2. Introductions and Recognitions
 Guest introductions

Consent Item(s)

3. Approve Minutes of November 2019*

4. Approve New Members: Silver Sea Yachts* and Church of Jesus Christ of Latter Day Saints*

Discussion & Possible Action Item(s)

5. Report of the Chair—Michael Ponce
Executive Committee Meeting of December 19, 2019
2020 Nominating Committee
6. Report of the Chief Financial Officer—Bryce Noll
November 2019 Financials*
December 2019 Financials*
7. Report of the President*---Jim Luttjohann
Trip Advisor Proposal*
8. Correspondence
9. Date change vs. addition for February meeting with SMG presentation
10. Request for Future Agenda Items

Retreat with CIVITAS (Closed Session)

* information included in board packet

Audio Recording may be used for accuracy of minutes and actions

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