



MINUTES: Meeting of the Board of Directors

Thursday, January 19, 2017

CALL TO ORDER

The meeting was called to order at 1:00 pm by Chair Julie Bovay

DIRECTORS PRESENT (15)

Bovay, Paige, Howell, Budrovich, Stevenson, Puchala, Villarama, Costello, Miller, Salinas, Paret, Hite, Wade, Fornasiere, Hoefs

DIRECTORS ABSENT (4)

Hernandez, Wilson, Alkibay, Jinkens

STAFF PRESENT (5)

Luttjohann, Miller, Warner, Lincoln, Johnson

GUESTS (3)

Tim Kilpinski, Jerry Gaines, Cinde MacGugan-Cassidy

PRESENTATIONS

Supervisor Janice Hahn and Catalina Film Festival's Ron Truppa will attend a future meeting as unable to attend this meeting. Guest Jerry Gaines stepped in to report on his position with Los Angeles County Commission for Older Adults; they offer assistance with several senior programs and services such as Meals on Wheels. Commission territory reaches from Diamond Bar to Marina del Rey and includes Catalina Island. He stated that in the next few years, it is projected that 4 million people living in LA County will be 65 or older. Within the LA County Supervisors office, Hahn and Jamie Wilson are contacts that can help with Island issues if residents and businesses reach out.

CONSENT ITEMS

Approval of Minutes from November 2016

Motion for approval by Budrovich, second Paige. Passed unanimously

Approval of Financials November 2016

There was a brief explanation by Luttjohann with some questions from Budrovich. Luttjohann noted he will email requested details on a few line items.

Motion for approval by Paige, second Villarama. Passed unanimously

Approval of Financials December 2016

After a brief explanation by Luttjohann and questions from Bovay there was a motion of approval by Budrovich, second Stevenson. Passed unanimously

REPORT FROM THE CHAIR

Bovay reported on the Executive Committee Meeting held December 7, 2016. The President's Annual Review was positive relative to Luttjohann's performance; raise was approved and the employment contract is awaiting completion. The Committee also acted on employee IRAs, which as of January 2017, are managed by Charles Schwab instead of Well Fargo. The idea of possibly moving retirement funds to 401k was shelved.

DISCUSSION AND POSSIBLE ACTION

Mid-year Budget

Commentary was given by Luttjohann on the proposed mid-year budget; there was brief discussion. MacGugan-Cassidy suggested that it be re-pitched to the city to provide funds for the annual fireworks display. No changes were required; budget is on file.

Motion of approval by Howell, second Paige. Passed unanimously

Airport-in-the-Sky Report

Budrovich reported on options and costs involved in the inevitable refurbishment of the runway at the Airport-in-the-Sky. Costs run from \$450K to over \$7 million; the lesser amount would only provide a solution for approximately 5 years. Military contractors are considered an option that will be a more permanent solution. The Conservancy is still consulting and would like ideas that may help solve the problem.

Marketing & Group Sales Report

Miller reported on the GoToCatalina.com promotion and the current contest. This co-op is a three-partner program with Catalina Express, SCICo and the Chamber. A plan for the 1st quarter of 2017 has been implemented for print, digital and social media marketing. Marketing geared toward new groups, along with the resulting sales, report feedback about prospective events which decided to book elsewhere. The top reasons given, when an alternative destination was booked, were cost and accessibility.

2017 Visitor Guide Report

Warner reported she traveled to Denver for a press check of the 2017 Visitor Guide. It will be shipped January 23 and should be received by the end of the month. A sample of the new guide was shared, but all revisions were not included in that copy.

Island of Romance Promotion

Lincoln described the February campaign titled "Island of Romance." She requested that any additional promotions be sent to her and they will be included. A banner is on the Chamber website with a link to these special offers.

Event Reports

Shop Catalina – Lincoln reported that the December 3 event formerly known as Shop at Home was renamed to engage visitors. In 2016, 20 businesses participated and 100 completed cards were turned into the Chamber Pier Office.

New Year's Eve – Lincoln disclosed that the event appears better than the previous year. The loss of a large group was due to the Rose Parade being held on Jan 2. Despite that issue, hotel room donations for band and other event staff, the Garibaldi bus utilized as transport, and the SCICo contract negotiated differently together helped create a successful event. A detailed analysis will be presented for Board decision on future New Year's Eve Galas.

Visitor Services & Membership Reports – Villarama stated that there is opportunity for growth in marketing. A meeting invitation for those interested in joining the committee will be sent soon.

Mixers & Fixers – Warner requested hosts for the 2017. The calendar is open with the exception of the April Mixer to be hosted by Avalon Freight Services. She reminded those in attendance Mixers are held on the 3rd Thursday of each month with the exception of March 23. Luttjohann announced that Fixers are in planning stages for visual & performing arts, an e-waste day coordinated with city waste management, and the ongoing issue of improving the quality of internet service.

Lodging Open House—Warner reported that the December 15, 2016 event was held on an evening with pouring rain. The turnout was decent considering the wet evening, with 30-40 people touring the dozen or so hotels that participated. It was suggested by MacGugan-Cassidy that the event be held in March or April. Warner stated that the event should be planned in 2017 either for April or September.

President's Report

Luttjohann summarized highlights of his report. Report is on file.

Board Member Reports

Board Member Puchala reported on the upcoming weather being a huge issue for January 20-23, 2017. She also gave information on the new Catalina Express birthday promotion "Birthdays are Meant to be Shared!" The difference vs. the previous birthday promotion is that a full fare adult ticket is purchased and then the birthday person travels free. She also commented that island residents with a subsidy card from the City of Avalon, can travel alone on their birthday. The Bombards wished to work with locals and not deny them a birthday pass if they choose to travel to the mainland alone. Handouts were available explaining the birthday promotion, and she brought along copies of the new spring boat schedule.

Board Member Fornasiere reported that the Museum is excited to present "Chihuly at the Catalina Island Museum" from March 26-December 11. His works of art will be on display throughout the museum. She explained they hope the artist visits often during the eight month period. The next 1st Fridays event will be held February 3. It will feature a movie and adult beverages are an available option.

Board Member Budrovich announced that Halloween in the Gardens is planned again for 2017 and that the Conservancy is working on an energy efficiency event.

FUTURE MEETING AGENDA REQUESTS

A discussion on New Year's Eve would be helpful to brainstorm ideas, as the event is meant to be a fundraiser.

ADJOURNMENT

There being no further business to come before the Board, Chair Bovay adjourned the meeting at 2:52 pm