



MINUTES: Meeting of the Board of Directors

Thursday, June 22, 2017

CALL TO ORDER

The meeting was called to order without a quorum at 1:06 pm by Chair Julie Bovay; at 1:18 attendance increased and a quorum was reached

DIRECTORS PRESENT (12)

Bovay, Howell, Stevenson, Miller, Salinas, Puchala, Costello, Alkibay, Hite, Hoefs, Fornasiere, Jinkens

DIRECTORS ABSENT (7)

Paige, Budrovich, Wilson, Hernandez, Villarama, Paret, Wade

STAFF PRESENT (5)

Luttjohann, Warner, Miller, Lincoln, Johnson

GUESTS (3)

Cinde MacGugan-Cassidy, Yoli Montano, Lauren Schlau

DISCUSSION AND POSSIBLE ACTION ITEMS

Business of the Year nominations

Due to need of quorum for voting, agenda items were taken out of order. Luttjohann requested nominations for the upcoming Business of the Year and Citizen of the Year awards that are traditionally presented at the July Annual Meeting. He reminded board members to make submissions of worthy candidates.

Future Meetings

Luttjohann noted that a revised schedule for upcoming board meetings is included in the board packet. He reminded attendees that board meetings are not held in August or December. For board members that have missed a meeting, attendance at the Visit California Board meeting on October 25, would count as a Chamber Board attendance.

Mixers & Fixers

Warner announced that the next mixer is the Annual Meeting at the Catalina Island Country Club, July 20. The cost will be \$60 for members and \$70 for non-members. RSVP must be made no later than July 10. The mixer for August is planned for Overlook Hall and September's will be a kick-off to the Art Festival held in the Wrigley Plaza stage area.

Slate of Officers

Bovay noted that there will be a vote in July for the new board. She has agreed to remain as Chair, leaving a vacancy for the Past Chair. Howell is willing to take the CFO position and Fornasiere expressed an interest in becoming Chair Elect. Ivan Leva, Michael Ponce and Tim Kielpinski will be joining as board members.

Marketing & Group Sales Report

Miller reported on the SITE visit, a young group with many traveling to Catalina Island for the first time. Potentially they will book travelers from all over the world for future island visits. Many Catalina Island Chamber of Commerce business members participated and remarks were made about the noticeable difference from other destinations the SITE partners visited—this group of 50% planners and 50% suppliers was impressed by the fact that competitors worked together. Miller also explained that 20 RFPs in May made it the slowest month this year. So far in June already 23 leads have been received; recent requests mostly for 2018 weddings. She also recounted her attendance the MPI event in Beverly Hills where it was announced with fanfare that Catalina Island was chosen as the location for their March 1-3, 2018, weekend conference.

PRESENTATIONS

Luttjohann introduced Lauren Schlau after a quorum was reached. Utilizing a slide presentation, she explained her report, included in the board packet email; that report is on file. Questions at the end of the presentation included: “How do we encourage more spending? What market group are we missing? What new business or service is desired by visitors? Was timing varied during sampling?” Discussion ensued and Schlau explained that the qualitative side would be another survey. It was also stated that each survey period was over a week-long span including many scenarios: mid-week, weekend, cruise ship, concert series, etc. Luttjohann brought up the secret shopper program and findings of that program. Puchala, Alkibay, Jinkens, Miller, Stevenson, Hoefs, Montano, Salinas and MacGugan-Cassidy all chimed in on the discussion, which ranged from suggestions to encourage mid-week visitors to the August survey by Catalina Express to a need for customer service training.

CONSENT ITEMS

Approval of Minutes from May 2017

Motion for approval by Miller, second Hoefs. Passed unanimously

Approval of Financials May 2017

A brief summary was offered by Luttjohann. Motion for approval by Jinkens, second Salinas. Passed unanimously

ACTION ITEMS

Board of Director Member Vote

Bovay continued by thanking Miller for serving as a board member and stated he would be missed. She also informed, Hernandez is stepping down and Yoli Montano agreed to fill that spot. Montano was asked to leave the room. At the recommendation of the nominating committee, a vote approved unanimously new Board Member Montano.

New Chamber of Commerce Members

Applications for new membership by Catalina Printing and The Med Spa on Catalina, were presented to the board for approval. Motion for approval by Miller, second Fornasiere. Passed unanimously.

Selection of accounting firm for 2017 audit

On file are the RFPs from accounting firms that were considered for the 2017 audit. Luttjohann pointed out the large discrepancy in the proposals received. Discussion included comments from Miller, Jinkens, Fornasiere and Warner. McGinty, Knudtson is the audit firm used for about 20 years, usually with the same staff performing the annual audit.

The motion by Hoefs to accept McGinty, Knudtson included a request of rotating the audit staff to assure 'new eyes' are on the project. Second by Salinas. Passed unanimously.

DISCUSSION AND POSSIBLE ACTION ITEMS

DMO Branding/Visitor Friendly Domain

Luttjohann explained official branding of the Catalina Island Chamber of Commerce & Visitors Bureau and opened discussion on the topic. Bovay, Jinkens, Salinas, Puchala, MacGugan-Cassidy, Lincoln and Miller all contributed. Bovay believes the current branding is fine as most use a search engine and the Visitor Bureau site comes up at or near the top with a 'Catalina Island' search. The URL not being easy to remember later may be an issue once an individual is at home if they decide to enter a web address instead. Discussion included the suggestion of the words "official site" at the beginning of the description to make the searcher aware the Chamber site is the most comprehensive for information. It was decided that this would be a good topic for the marketing conference in the fall and that it could come back to the board for discussion in 6-8 months.

Visitor Services & Membership Report

Luttjohann disclosed that the 2017-2018 membership dues have increased 5%; the first increase in several years. He also revealed that the Visitor Center hours will be later this summer, and that the intent is to have extended hours on weekends throughout the year.

Event Reports

Concert Series – Lincoln reported that the recent Catalina All Stars Concert was successful and is a well-received annual event. The silent auction at this occasion raised \$1000. Luttjohann asked for comments and concerns on the entire Concert Series to which Fornasiere suggested that local talent might be used more often. This would keep money at home as talent brought by Ray, mainly spend their earnings off the island. MacGugan-Cassidy voiced concerns of constituents that have called her with various complaints. The concerts have become productions, yet the small organic performances in the past may be a direction to re-explore. A recommendation by Salinas was for a survey to be sent to the Chamber membership for their anonymous input. The survey could address: should 'production-type' performances continue, would local talent be a better fit, ask for comments, suggestions, improvements, complaints and constructive criticism. Fornasiere interjected that just as an accounting firm was shopped, so can production companies. She also expressed that it might prove feasible to purchase lighting and equipment to make it more economical for talent to travel to the island and perform. This possibly could translate to a financial benefit for the Chamber. It was agreed that this topic needs further discussion, especially after survey results are received. MacGugan-Cassidy agreed to work with Luttjohann on producing a survey.

President's Report

Luttjohann summarized the highlights of the President's report, which is on file. He emphasized that board members should study the staff retreat information that is in the board packet. Further discussion is possible.

Board Member Reports

Board Member Fornasiere shared that Chihuly at Sunset would be held tonight until 9pm.

There were no requests for Future Agenda Items

ADJOURNMENT

There being no further business to come before the Board, Chair Bovay adjourned the meeting at 3:31 pm.