



**Catalina Island Chamber of Commerce & Visitors Bureau
Board of Directors Meeting Agenda
Thursday, February 20, 2025 @ 1:00 PM**

**Founders Room @ US Bank
303 Crescent Ave, Avalon, CA 90704**

**Google Meet joining info
Video call link: <https://meet.google.com/mbj-wayb-gwy>**

Dave Stevenson, *Catalina Island Co*, Chair*
Amanda Bombard '24, Past Chair*
Ben Villalobos '25, Treasurer*
Cinde Cassidy, '27, Chair Elect
Lisa Beach, '27
Yoli Say, '27
Grayce Upton, *27
John Alkibay '26
Mesa Bradley '26 (2nd)
Elaina Garcia '26

Janet Flathers '26
Conrado Vega '25
Bart Glass '25 (2nd)
Megan Wright '25
Andrew Allen, *Two Harbors*
Sheila Bergman, *Catalina Museum For Art & History*
Whitney Latorre, *Catalina Island Conservancy*
David Maistros, *City of Avalon*
Jason Paret, *Catalina Island Health*

Jim Luttjohann, President & CEO

* = Member Governance Committee/ '24 = year term expires on 6/30

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

*Indicates item in board binder

Item #	AGENDA (Amended 2/13/2025)
I. (2 min)	Call to Order/Attendance (2.6.2)
II. (15 min)	Board Chair's Remarks (2.4) Call for 2025/26 Nominating Committee, Criteria (2.9.3)*
III. (5 min)	Approval of Minutes* (Action) January 16, 2025
IV. (10 min)	3.3 Financial Condition and Activities* (Action) Suggested Motion: "MOTION: that the Board accept the Staff Report under Policy #3.3 (Financial Reports for the period ending December 31, 2024)
V. (10 min)	CEO/Administrative Updates —Jim Luttjohann Update and/or receive board members' feedback about: <ul style="list-style-type: none"> ● Member & Visitor Services Reinstituting Back to Catalina Souvenir Coin program Pending new memberships: Kids on the Move, White's Landing and Avalon Smokehouse ● Events Update ● Department of Justice registry status update* ● Employee Handbook Revised for 2025* ● Hispanic Business Alliance <p style="color: red;">Per policy 3.8.1.E, the CEO needs to provide the board with periodic, written "FYI" information.</p>



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VI. (10 min)	VP of Marketing and Sales Update—Cathy Miller Update and/or receive board members' feedback about: <ul style="list-style-type: none"> • Resumption of paid media • Seasonal marketing media and campaign update • Visitor Guide mailing and distribution • Pocket Map 2025 • Hosted Media and NATJA Fam
VII. (5 min)	Board & Guest Updates
VIII. (5 min)	Summary of Follow-Up Items:
IX. (1 min)	Board Meeting Evaluation <ul style="list-style-type: none"> • Previous meeting Evaluation forms* <ul style="list-style-type: none"> ▪ What worked particularly well at this meeting? ▪ What could we have done to make it more productive? <i>Form emailed</i>
X.	Adjourn
	2024-25 Board Schedule: <ul style="list-style-type: none"> • March 20, 2025 (Cruise Committee) • April 17, 2025 (possible joint meeting with City Council and Pepperdine Service Leadership) • May 15, 2025 • June 19, 2025
	<ul style="list-style-type: none"> • <i>Minutes should record agreed-upon feedback of positive Board developments, and those comments reflecting perspectives as to what could have made the meeting more productive (e.g. preparatory materials, Board member preparation, ensuring meeting not dominated by individuals, etc.)</i>