



MINUTES: Meeting of the Board of Directors

Thursday, April 19, 2018

CALL TO ORDER

The meeting was called to order at 12:58 pm by Chair Julie Bovay

DIRECTORS PRESENT (14)

Bovay, Fornasiere, Wilson, Howell, Stevenson, Puchala, Foley, Hite, Hoefs, Paret, Ponce, Salinas, Kielpinski, Radde

DIRECTORS ABSENT (4)

Costello, Montano, Alkibay, Wade

STAFF PRESENT (5)

Luttjohann, Miller, Warner, Johnson, (on phone) Lincoln

GUESTS (6)

Cinde MacGugan-Cassidy, DeeDee Sidars, Michael Piasecki, Bryce Noll, Julie Perlin Lee, Rock Gosselin

PRESENTATIONS

Sidars and Piasecki representing Catalina Broadband Solutions explained their proposed WiFi Upgrades. The recommendation would add 18 new access points providing better WiFi for visitors. A unique code provided to each visitor travelling to the island could be entered for free access. Concerns for free long-term use, brought up the possibility of tracking mac addresses and then shut out those that continue using the service over longer periods of time. With an installation cost of \$44K, the estimated cost is \$1.66 per day, per active user. Inconsistent coverage may continue to be an issue, as this is for Crescent Avenue and a few adjoining areas; in the harbor the signal is lost in the water, and some buildings create interference. If staying at a vacation rental or hotel and for those in a restaurant, the host property should provide a signal separate of this system. Many travelers may have more than one device each, streaming movies and games on a tablet and checking in on social media with phones. This created other questions on bandwidth maximum and how one code would access the internet on several devices. Beginning in 2015, there have been increases of internet bandwidth, but as Sidars stated, like water in the desert it disappears quickly. Upgrades to the nodes will begin with the City Park area and should be in place by the end of April. Scheduled for the next upgrade is the Catholic Church node in May. Their plan for the rest of Avalon is to wait until September and by the end of November placement of the nodes would be complete. When the nodes are installed, all customers would have digital TV with the added advantage of improvement to the internet. There were many comments, questions and concerns brought forward by Board Members. Several expressed interest in providing the business sector with better internet prior to installing WiFi for visitors. When the internet shuts down, operations are limited and some businesses must close. Noll noted that last week over 100 patients did not receive their prescriptions same day,

due to internet issues. The senior node, a large section that includes Metropole Ave, experiences consistent problems and several attendees expressed distress over this issue. Piasecki seemed sympathetic to these needs and will ask his team if this area can receive a fix prior to summer, possibly escalating work on the senior node. Luttjohann asked if there might be an alternative plan to benefit businesses for the \$44K cost. The option of fiber was raised, but the price is much higher. Paret added the hospital recently spent \$80K to upgrade their system to fiber, prompting Wilson and Noll to request a quote to piggy-back their adjacent businesses. More concerns could have been raised, but in the interest of time, discussion was closed. Copies of the presentation were made available.

Julie Perlin-Lee gave a presentation on behavior problems at Avalon Schools. A group of parents delivered the principal and mainland school authorities a list of issues. Their concerns include transparency and how opportunities are offered; breakdown of communication; bullies that continue taunt; sexual harassment causing 4th to 6th graders to be afraid to use the restroom; and that quality staff will not be available for positions within the community as they will not bring their family to be part of this environment. This group is seeking help from the community and Perlin-Lee extended a welcome to their next meeting at The Brewhouse on the 25th at 5pm. Some of the current fixes may be: growing membership of the PTA, currently with only one parent member; adding electives like the hospitality program; the need for a liaison between the community and classrooms; possibility of private funding for Avalon Schools. There is also a Safe & Civil committee that is seeking monthly participation. In California expulsion is no longer allowed and suspension (only available for certain grades) does not work. This problem has many layers and City government (MacGugan-Cassidy and mayor Anni Marshall) worked with the school district for several months to move toward improvement, receiving guidance from Judge Mirich and the local Sheriff's Department. Volunteers are needed to sit in classrooms for the first few weeks of school. During this important time teachers and students begin to work together and build a bond. With a community member in each classroom this helps to keep a calm atmosphere. Resources should also be available for students that behave and do well. Paret added that the behavior here is the worst of all schools his kids have attended. He also mentioned that it costs \$150K to recruit a family physician, but due to the school situation the medical center would then risk losing that doctor.

Presentation of Catalina Island Medical Center: Captive Insurers was postponed as Tom Martin was not present to accompany Paret in the presentation.

CONSENT CALENDAR

Approval of Minutes from March 2018

Motion for approval by Salinas, second Ponce. Passed unanimously

Approval of Financials March 2018

Motion for approval by Salinas, second Howell. Passed unanimously

REPORT FROM THE CHAIR

Executive Committee meeting this month addressed staffing issues, concert series and budget. There was discussion and questions on staffing. Howell inquired about the current staff shortage. Luttjohann responded Catalina Island Chamber of Commerce & Visitors Bureau (CICC&VB) is shy three positions and explained which jobs were redesigned after the unexpected departure of Samantha Prince. Due to recent concerns raised by some of the membership, an audit performed by Luttjohann, revealed that never more than three staff members were out of office at one time. He also explained that the nature of Miller's job necessitated time on the mainland and the same is true with Warner during the trade show season. He also announced the end to his remote work (March 6) was a week earlier than anticipated. Lincoln can process most of her work remotely as she is responsible for social media, internet and events; she is on-island when needed and attended this meeting via phone. Hours are now posted for the administrative staff, but often staff is working in those offices additional times. Stevenson asked if there were possible cuts elsewhere allowing hiring to lower the deficit of three missing staff members. There is currently an effort to fill a part-time position at the Visitor Center.

ACTION ITEMS

Report of Nominating Committee

Fornasiere provided a written sheet with the July 1, 2018 Proposed Slate of Officers & Directors. She announced new officers as: Gail Fornasiere, chair; Julie Bovay, past chair; Dave Howell, CFO; Michael Ponce, chair elect; Dave Stevenson, marketing committee chair. Four CICC&VB Directors reach the end of their term on June 30, 2018—Montano, Foley, Puchala and Costello. Costello will complete his second term and cannot extend, but the other three have agreed to remain on the Board. Nicole Hohenstein of the Holiday Inn Resort is willing to become a Director to fill Costello's seat. The slate—Montano, Foley, Puchala and Hohenstein—was presented to commence a three-year term on July 1, 2018. Motion for approval by Wilson, second Kiepinski. Passed unanimously

The one current vacant seat on the CICC&VB Board of Directors can be filled immediately by Bryce Noll. Noll left the room for the vote. Motion for approval by Howell, second Stevenson. Passed unanimously

Authorize Website Move to Simpleview from Searle

Luttjohann summarized the content of written handouts presented. Puchala shared her experience with ADA certification issues which may differ for transportation vs. the CICC&VB. Staff shared on-going problems with Searle such as SEO breaks, search function issues, promised services, log-in times, and more. The three-year agreement with Simpleview is not a redesign but includes a reskin of the current website, enhanced search function, a member log-in allowing updates to their profile, and more included in the agreement presented. Paret questioned this as a Board issue. Luttjohann stated the cost of the three-year agreement exceeds executive approval and requires Board approval. Motion for approval by Paret, second Salinas. Passed unanimously

Catalina Concert Series Funding Allocation (Budget year 2018-19)

Luttjohann highlighted the various options and costs on page one of the written Concert Series Proposal. His recommendation for 2018 is a Hybrid Proposal. The hybrid is a combination: Xceptional will book three concerts; A Perfect Event, four concerts; and local bands will perform twice. This brings nine concerts for the 2018 season. Xceptional provided a 2018 proposal of \$100K, doubling their 2017 price. An RFP by Desert Daze came back at \$174K. The Hybrid Proposal at \$52K for 2018 is \$2K over 2017 costs. Motion for approval by Paret, second Hite. Passed unanimously

DISCUSSION AND POSSIBLE ACTION

Staff Retreat—In the interest of time, the written report was submitted with an invitation to follow-up with questions.

Board Fiduciary Responsibilities & Conflict of Interest—Agenda item held over to the next meeting to give it the time deserved.

Marketing Report—Miller encouraged attendance at the 11:00am monthly Marketing Committee meetings as attendance has dwindled over the past two months. Howell suggested that an eBlast be sent as a reminder. An email was sent to 200K consumers in March reaching those in the LA market. NatGeo Traveler ad dropped on March 27 for their May/June issue on Hot Spot Travel. The digital campaign continues on Trip Advisor, Go California, plus paid search and retargeting. April 25, NBC LA begins video campaign. The Organic SEO had dropped, but as of today it gained the #1 position after paid SEO.

Group Sales Co-op—Miller reported a partner email will go out next week. The group is also working on a bid to host (WE)CON in 2019.

Travel Shows & Concierge Events—Warner noted that the travel show season has wrapped, but May 7 will be the OCCA event that she will attend with Miller.

2018 Pocket Map—Warner announced that the 2018 Pocket Map is at the printer and should be delivered to the island within 10 days.

Events Report

Mixers & Fixers—Warner revealed that no Fixers are scheduled. Tonight's Mixer will be hosted by the Hotel Metropole at their BeachHouse with food provided by Zest Catering. May 17 Mixer will be at Luau Larry's in celebration of their 30th anniversary. Catalina Island Museum is the Mixer host on June 28. In July, the Annual Meeting will be on the 19th and held at the M. In September two Mixers are scheduled—one is the annual Art Association Mixer held on Thursday, Sept 13, opening the Art Festival and the other will be on September 20 at the TrailHead, hosted by the Catalina Island Conservancy. MacGugan-Cassidy recommended a Fixer on fire extinguisher training. Luttjohann responded that some CICC&VB staff will attend training at the Fire Station next week in preparation for such a Fixer.

Taste of Avalon and Restaurant Week—Lincoln requested ideas be submitted to her as Restaurant Week would like to highlight what is available on the island and possibly add wine tasting to increase popularity of the event. The Taste of Avalon is scheduled for May 31 with Restaurant week immediately following.

President's Report

Luttjohann deferred to his written report due to time constraints.

Board Member Reports

Board Member Fornasiere reminded all of the upcoming 1st Friday event on May 4, featuring a magician from the Magic Castle. This event is in preparation of the Houdini: Terror on the Magic Isle exhibit that opens May 5. The new exhibit, Jaws: The Art of Fear in Film Making, will open on Saturday, April 21, with member only previews and a book signing.

ADJOURNMENT

There being no further business to come before the Board, Chair Bovay adjourned the meeting at 3:08 pm