



MINUTES: Meeting of the Board of Directors

Thursday, April 18, 2019

CALL TO ORDER

The meeting was called to order at 1:01pm by Chair Gail Fornasiere

DIRECTORS PRESENT (15) Fornasiere, Ponce, Alkibay, Hite, Hoefs, Paret, Wilson, Noll, Salinas, Foley, Hohenstein, Montano, Kielpinski, Radde, Perico

DIRECTORS ABSENT (3)

Howell-Awalt, Stevenson, Sanchez

STAFF PRESENT (4)

Luttjohann, Miller, Warner, Johnson

GUESTS (6)

Andy Hewitt, Cinde Cassidy, Lisa Lavelle, Gregg Miller, Catrina Awalt, Jordan Monroe

PRESENTATIONS

Andy Hewitt from Swimrun Americas, Inc. has been working with island contacts for the past 18 months. He explained the proposed Catalina Island Otillo event; a written presentation was provided. The international Otillo group originated in Sweden and has organized swimruns for 15 years. There are 450 of these races around the world and eight make up the World Series. Catalina Island will be the first race outside Europe that enables athletes to compete in the World Series event. This will be the first race of the season gaining international attention; scheduled for February 29-March 1, 2020. Athletes will come from 40 countries and generally travel with their families. Otillo may soon become an Olympic event and that could put Catalina Island as the venue for the 2028 Los Angeles games. Luttjohann asked for consideration of the contract, revised and approved by the Catalina Island Chamber of Commerce & Visitors Bureau (CICC&VB) attorney. The contract includes a request for \$10K per year for three years, with options. Other sponsors include Catalina Island Company (CIC), Catalina Island Conservancy and City of Avalon. Once the contract is approved, press releases with Visit California, Outside Magazine, Triathlete Magazine, websites, and more will include Catalina Island. Montano commented that this seems to be what Catalina Island has been looking for, an off-season multi-day event. Motion instructing Luttjohann to sign the contract as presented by Hoefs, second Noll. Paret opened the discussion asking about funding and Hewitt left the room until after the vote. Salinas asked the Board to consider the demographics of the athletes and support teams and how that relates to Catalina Island. He has no problem with the contract but thought it might not be as lucrative as it seems. Noll disagreed and believes it makes financial sense. Hite asked if the Triathlon was beneficial, several in the room voiced a yes, and then he stated this would be a similar event. With a motion on the floor, Fornasiere called for a vote; one no vote, balance ayes, no abstentions. Passed

Avalon Beautiful/Care for Catalina collaboration may be beneficial. Luttjohann reported the recent Care for Catalina clean-up day was a success with approximately 50 community members participating. The event helped raise sustainability awareness and coordinators realize advantages of possibly merging the two groups. Awalt is attending the Board meeting as a representative of Avalon Beautiful, a 501-c3. Donation money received by that organization is tax deductible. Monroe declared Avalon Beautiful was pledged \$2K during the Care for Catalina event and it would be good to maximize these groups without overlap. Luttjohann mentioned another advantage of a 501-c3, they can apply for grant funds. Monroe would like to see CICC&VB Board Members attending Avalon Beautiful meetings. Salinas asked who would chair and Monroe replied most of the time, he could. Montano liked that the Care event reached out to parents and kids and believes getting children involved is where to begin. Salinas urged each Board Member to add a sustainability message on their website; advising customers where and how they can help. Fornasiere brought the discussion to a close stating the reason the issue was on the agenda was to receive direction for the next step.

CONSENT ITEMS

Approval of Minutes from March 2019

Motion for approval Paret, second Hohenstein. Passed unanimously, Noll had stepped out of the room.

Approval of New Chamber Members

Motion to approve Toyon Grill, NDMK Fish House and Get Tubed as new members by Montano, second Kielpinski.

Passed unanimously

REPORT OF THE CHAIR

Fornasiere reported the Executive Committee met on April 4. A new Conflict of Interest Statement is in the packet and must be signed prior to the end of this fiscal year. She urged all Board Members to take this seriously, read the form, divulge any conflicts and then sign. She directed Board Members to bring the signed forms to the next Board Meeting or see that staff member Johnson receives them. The staff of CICC&VB was asked to leave the room for a Board discussion on staff survey results.

REPORT OF THE CHIEF FINANCIAL OFFICER

Fornasiere noted the financials were dated incorrectly. The approval for March financials was held over until the next meeting due to the date confusion.

Catalina Express mailed billing for expenses from 2016 that were never invoiced. The \$17047.50 co-op advertising was approved in a previous budget period; Board approval is required prior to payment. Motion to pay the 2016 expense by Noll, second Ponce. Passed unanimously

REPORT OF THE NOMINATING COMMITTEE

Ponce began discussion stating Julie Bovay sold her business and was required to resign her seat on the Board. Howell-Awalt returned to the nominating committee to replace Bovay. At the committee meeting some questions on self-nomination arose. It appeared to be a conflict but the by-laws do not provide a clear answer. Paret asked what the by-laws say about this issue. Luttjohann read the pertaining sections. Fornasiere explained the committee may experience struggles due to their discussions on the strengths and weaknesses of candidates. Montano revealed in the interest of transparency; the self-nomination question is due to her volunteering to fill an executive committee position. She felt slighted when her emails went unanswered. Fornasiere asked if the meeting could move on with the slate as presented. Montano wished the proposed slate to stand, stating changes to the by-laws should be made prior to next year.

Accept designation of Lisa Lavelle (Catalina Tours) for Bovay's vacated seat, effective immediately. Lavelle was asked to leave the room prior to discussion and vote. Motion for approval by Hohenstein, second Noll. Passed unanimously

Five CICC&VB Director seats reach end term on June 30, 2019—Alkibay, Hoefs, Paret, Hite and Howell-Awalt. Howell-Awalt cannot extend and Hite chose to not serve another term, but the other three agreed to remain for a second term. Bart Glass (Hamilton Cove Real Estate & Vacation Rentals) and Ben Villalobos (IEX Helicopters) are willing to serve on the Board. The slate presented—Alkibay, Hoefs, Paret, Glass and Villalobos would commence a three-year term on July 1, 2019. Wilson is unable to complete his term that expires June 30, 2020. Mesa Bradley (Brown's Bikes) has agreed to fill Wilson's seat, effective July 1, 2019. Alkibay, Hoefs and Paret left the room prior to call for further discussion and the vote. Motion for approval to accept the six by Ponce, second Noll. Passed unanimously

Accept designation of slate of officers serving a one-year term, effective July 1, 2019: Chair Ponce, Past Chair Fornasiere, Chair Elect Hohenstein, CFO Noll, Marketing Chair Stevenson. There was some discussion on possible community perception of the CICC&VB being under the influence of CIC. Radde asked if there are guidelines in choosing executive committee positions. Fornasiere offered these criteria: what they bring, will they attend, and representation by a variety of business types. Noll and Hohenstein left the room for the vote. Motion for approval by Hite, second Foley. Passed with abstentions by Fornasiere and Ponce.

PRESIDENT'S REPORT

Luttjohann submitted his written report and mentioned some highlights. He revealed that an unnamed cruise line is considering Catalina Island for future calls. A discussion ensued on Avalon Schools as the letter sent to Long Beach Unified School District (LBUSD) has not solicited a response. Cassidy provided insight and is frustrated by LBUSD's unwillingness to open dialog and work on solutions. She stated one possibility is the formation of an Avalon charter school if LBUSD continues to be silent.

MEMBER & VISITOR SERVICES REPORT

Warner mentioned the three new members were approved today and she is still working at the Visitor Center.

EVENTS REPORT

Community Clean-up Day—Luttjohann reported on the success of this event and reminded those in attendance to thank public works, community groups and businesses involved. He was surprised by the huge number of cigarette butts tossed while still burning as many of those collected were lying in place with ash still attached.

Concert Series—Luttjohann reminded all that Yacht Blooded is the next concert, May 11. He continues to work with local bands to add a few concerts to the summer series. OC Weekly will feature the Catalina Island concerts in an upcoming article in their publication. Miller announced the Metropole Market Place (MMP) will have local musicians playing every Saturday through the season and seven days a week at lunch time. Luttjohann asked if they would consider not competing with the concerts scheduled on Wrigley Stage. Miller will speak to the individual in charge of booking the musicians but stated it is a draw for his business tenants in MMP and the downtown concerts hurt them.

Mixers—Warner stated that 16 businesses have signed up as participants for the Activity & Tour Mixer on the Pier, April 25. Food will be prepared by the Lobster Trap and served at their pier location. She added a reminder for all businesses to sign-up employees involved. May 16 the Mixer will be at Hotel Atwater and June 20 the Catalina Island Conservancy will host at the new Trailhead building.

Marathon/Triathlon—Luttjohann disclosed the Triathlon payment that had been considered for collection was received and paid in full.

New Year's Eve Gala—Luttjohann announced the CIC agreed to hold their pricing the same as the previous year. There is an opportunity to grow attendance and tickets sales should go live in June, giving exposure during the busy summer months.

BOARD MEMBER REPORTS

Kielpinski mentioned etching on the donor glass at the Trailhead had to be redone; opening for the facility is scheduled for April 30. The new runway at the Airport-in-the-Sky is finished and will officially open May 3 with the landing of Wrigley's DC3. The plane was located internationally, purchased and refurbished.

Fornasiere announced the Museum fundraiser 'Round the Island Cruise was rescheduled to Tuesday, April 23. The 1st Friday event for May will feature a prohibition-era food and drink historian.

Hohenstein urged teams to sign up for the Rotary Club Catalina Island Chili Cook Off. This event also features a Salsa competition. She revealed Pacifica Host recently completed the purchase of the Catalina Island Inn. She also stated the Two Harbors Rotary Wine Festival is coming up.

Noll declared the Unloved Gift Shop has closed its doors permanently. The White Buffalo Thrift Store will open in the near future after necessary changes are made to the new location on Metropole.

FUTURE AGENDA ITEMS

Cassidy requested a discussion on CIC ticket sales on Catalina Express boats. The Newport Flyer requires the individual sit at a table and offer more than CIC activities. The ticket sales on Catalina Express are only CIC and the seller walks around asking each party if they need information, selling reservations and passing out flyers that have the potential to become litter.

ADJOURNMENT

There being no further business to come before the Board, Chair Fornasiere adjourned the meeting at 3:27pm