



MINUTES: Meeting of the Board of Directors

Thursday, April 16, 2020

CALL TO ORDER

The meeting was called to order at 1:00pm by Chair Michael Ponce. Due to novel CoronaVirus known as COVID-19 this meeting was held via conference call for all participants. Attendance and voting utilized roll call procedure.

DIRECTORS PRESENT (17)

Ponce, Hohenstein, Noll, Stevenson, Fornasiere, Glass, Salinas, Paret, Villalobos, Perico, Radde, Say, Hoefs, Kielpinski, Bradley, Foley, Lavelle

DIRECTORS ABSENT (2)

Alkibay, Sanchez

STAFF PRESENT (4)

Luttjohann, Miller, Warner, Johnson

GUESTS (2)

Amanda Bombard, Carol Elliott

CONSENT ITEMS

Approval of Minutes from March 2020

Motion for approval Noll, second Paret. Passed unanimously

Approval of New Chamber Member

Application for new membership by Rainey Day Artistry was presented to the Board for approval. Motion for approval Hohenstein, second Lavelle. Passed unanimously

DISCUSSION AND POSSIBLE ACTION

Report of the Chair—Ponce stated the Executive Committee will meet soon for finance evaluation and discussion.

Report of the Chief Financial Officer—Bryce Noll presented the March 2020 financials. He wondered about the summer concert series and how the finances would be affected if these events were not allowed to proceed. Luttjohann has been in conversations with Ray McKewon of Xceptional Music and they are working on exit language as there is no provision in the current contract. Considerations will include governmental guidelines and the possibility of gatherings being prohibited.

Approval of Financials March 2020

Motion for approval Say, second Kielpinski. Passed unanimously

Report of the President—Luttjohann submitted his written report and reviewed some highlights. He announced the City of Avalon (COA) COVID meetings were changed from daily to three times a week. He pointed to Visit California's report that visitation is projected to be down 20% for the remainder of 2020 with impacts continuing through 2021. He applied for the SBA disaster assistance loan and has received no response or update. The PPP grant funds have been exhausted and as a 501c6 the Catalina Island Chamber of Commerce & Visitors Bureau (CICC&VB) is not yet eligible. Events planned by the CICC&VB have been cancelled or postponed through May 31. Luttjohann applied for an LA County grant of \$10K and is awaiting a reply. Negotiation with COA resulted in a 50% payment of the allocated TOT for April; future months will be revisited. Lavelle asked if businesses in town received any of the assistance funds. Luttjohann had not heard of any positive replies. Say reported that El Terado Terrace was approved through Farmers & Merchant bank. Paret announced PPP funds were approved for Catalina Island Medical Center (CIMC) through a bank on the mainland. Luttjohann stated he did inquire at other banks but none were accepting applications from a 501c6.

Post COVID-19 Marketing Campaign Discussion—Stevenson was encouraged by participation in a recent marketing call. The desire is to create a promotion with participation by all Catalina Island businesses. Future reservations will be determined by an end date to the current non-essential travel recommendations. He stated Catalina Island has a good 'backyard market' of 20 million people just across the channel. He requested more participants and asked that those wishing to become involved please email Miller. There is a need to work on the promotion now and have it ready when the appropriate time arrives. Luttjohann added that a discussion on guest safety once tourism opens would be helpful. Salinas asked about current plans and when meetings would take place. Stevenson would like to see who wants to join and then start meetings next week. He stressed that the number one step is to express interest with an email to cmiller@catalinachamber.com. Villalobos affirmed the advantage of having a timeline for goals to be achieved so when this is over plans are ready. Stevenson agreed stating this is a grassroots effort to develop now while people are working less and have extra time.

Report of the Nominating Committee—Hohenstein reported this group has been meeting/emailing and should have a candidate list tomorrow. Luttjohann said guidelines will determine how this is presented due to COVID-19 conditions. His reminder that the Board Slate must be presented to the full membership giving an opportunity for additional nominations was in accordance with bylaws. Board approval will likely be via email. Due to COVID-19 the committee is behind schedule and the voting notice will include that information.

Requests for Future Agenda Items –Luttjohann asked for Board members to share any concerns or information. Salinas reported Catalina Island Vacation Rentals receives 30 calls per day to book for June. He agrees with VisitCalifornia that Catalina Island will be part of the 'drive market' and feels it is good news that people are putting down money on a future stay. Luttjohann advised the cruise industry plans to resume late June or early July. Ponce added that Carnival is looking at reduced capacity on ships. Jim interjected that many changes are being discussed by the cruise industry. Lavelle was able to provide information from Carnival's website that cruises commencing on June 28 and 29 will include Catalina Island. Glass wondered if a safe date has been determined for taking reservations. Radde responded projections are for the end of May, but it could change as COA takes its lead from LA County and State of California. Glass reaffirmed that June 1 is not confirmed as an open date. Radde has received no communication from Carnival requesting COA approval for reinstatement of cruise calls. She has been looking at how residents will view all visitors when travel resumes. Paret said most likely there will be new rules for bars, restaurants and shops such as how many are allowed inside. The precautions currently in place were not to stop COVID-19, but slow the spread. He added for consideration, how

do we explain reopening to the community, and, if visitors come in June and July will businesses be open? He further stated that with tight living quarters in Avalon, he is surprised only two COVID-19 cases among residents have been confirmed. A cause for concern is possible resurgence of the virus and places receiving the label 'hot spot.' He feels the hot spot label will be more disastrous to the community so risks must be contemplated. Glass warned economically, we need to be open for summer. The guests representing Catalina Express expressed a belief that wearing a mask will become common. Glass agreed masks will become a fact of life for the next year and a half, until there is a vaccine.

Ponce asked for further questions or concerns. Luttjohann is pleased with the nice compliments on the 'No Man is An Island' video shared this week. He credited the agency for their hard work to keep things going. Lavelle added a thank you to the CICC&VB staff for continuing to get the word out with limited staff and cut hours.

ADJOURNMENT

There being no further business to come before the Board, Chair Ponce adjourned the meeting at 1:45pm