



## **MINUTES: Meeting of the Board of Directors**

**Thursday, April 15, 2021**

### **CALL TO ORDER**

The meeting was called to order at 1:04pm by Chair Nicole Hohenstein. Due to novel CoronaVirus known as COVID-19 this meeting was held via Zoom for all participants. Attendance and voting utilized roll call procedure.

### **DIRECTORS PRESENT (14)**

Hohenstein, Kielpinski, Noll, Ponce, Stevenson, Bombard, Bradley, Foley, Fornasiere, Paret, Perico, Radde, Say, Villalobos

### **DIRECTORS ABSENT (5)**

Alkibay, Glass, Hoefs, Kennedy, Salinas

### **STAFF PRESENT (5)**

Luttjohann, Miller, Warner, Johnson, DeMyer

### **GUESTS (5)**

Lisa Lavelle, Karen Biery, Karlos Salinas, Carissa Donahoo, Blake Whittington

### **PRESENTATION**

Lisa Lavelle introduced Carissa Donahoo and Blake Whittington from Tree People. She referenced the sentiment survey available online at WaterTalks.LA and urged community members to visit the site and complete the survey. This could trigger additional funding for water issues on the island to supplement the \$10mil already slated for a reservoir to store desal water. Their slide presentation Water Talks + Avalon was shared on the screen for participants to view. Donahoo and Whittington are working on California's water program to increase community involvement in water management with the current focus on LA and Ventura counties. Luttjohann asked if this survey is specific to consumption and Blake answered that it was storm water and sewage too. Lavelle has taken the survey and shared that questions included: runoff, drinking water, needs and more. She added there is space to make comments. The slide presentation will be provided (it was emailed to all board members after the meeting). They shared [cdonahoo@treepeople.org](mailto:cdonahoo@treepeople.org) and [bwhittington@treepeople.org](mailto:bwhittington@treepeople.org) as their contact info.

### **CONSENT ITEMS**

Approval of Minutes from March 2021

Motion for approval Ponce, second Fornasiere; passed unanimously.

### **DISCUSSION AND POSSIBLE ACTION**

Report of the Chair—Hohenstein gave a brief update on the TBID stating small group segment meetings are scheduled for April 27 and 28 and notices will go out shortly. Camping will be excluded at this time. She also addressed the Griffin Award asking Board Members to consider worthy nominees from the community.

Approval of New Member

Hohenstein presented a new membership application for Catalina Landscape Art by Ernesto Rodriguez to the Board. Motion for approval Ponce, second Kielpinski; passed unanimously.

Hohenstein made a request of Salinas and Say to please complete the conflict of interest statement as it is a Board requirement. She impressed the importance of Board attendance. She noted Glass and Kennedy communicated their other commitment meaning they could not attend today and that was much appreciated.

Report of the Chief Financial Officer—Noll pointed to the positive change in the financial position due to Luttjohann applying for all eligible funds and managing limited resources. Say joined the meeting at 1:25 and asked if meetings will move to the Founder's Room in US Bank soon. Luttjohann stated present standards indicate June 15 is when that will be allowed. Hohenstein requested that Say complete the last page of the Conflict of Interest statement as it was submitted incomplete. Johnson informed Say that only the last 'gift policy' page is missing. Say agreed to complete the final page. Luttjohann referenced the balance sheet that shows PPP funds. He stated that each pay period the funds will be transferred from the account holding the funds to the account that is debited for payroll costs. He reviewed notations on the financials included in the Board packet.

Motion for approval of the March 2021 financials by Villalobos, second Ponce; passed 14 yes, no abstentions.

Report of the President—Luttjohann noted the items printed in red are areas of recent activity and that areas highlighted in blue require Board participation and he is still working on engagement. His written report is on file.

Report of Marketing Committee—Stevenson reported the committee met earlier today and that meeting was one of the best in quite some time. Digital media was discussed. He referenced the upcoming Catalina Island Tourism Authority (CITA) photo shoot that will take stills and video to give a fresh look to marketing, website and media. Miller added that the shoot begins on Monday. She is working on securing hotels and transport that will allow more dollars to stay focused on the project. Luttjohann acknowledged the quality of this film crew as they have represented several top destinations like Visit Tahiti and Visit California. Stevenson noted that bookings are strong indicating the upcoming season will be good. Luttjohann requested approval of \$39K to take marketing through the end of this fiscal year. The budget was approved prior to receiving PPP funding. Hohenstein made a motion to approve the \$39k additional funding for marketing through June 30 2021 by reallocating funds that were budgeted for payroll, second Ponce.

Kielpinski inquired on the high allocation going to radio marketing. Stevenson said that radio funnels to digital so it offers a combo effect and in the LA market radio has been strong. Bombard added that passengers booking with Catalina Express have mentioned the recent KFI radio promos.

Passed 14 yes, no abstentions.

Report of Cruise Committee—Luttjohann reported he attended a COVID-19 Cruise Industry webinar this morning. He added that Royal Caribbean Cruise Line has scheduled port calls in the future, currently slated to begin in November.

## **EVENTS UPDATE**

Online Mixers & Fixers—DeMyer reminded attendees that the first virtual Mixer is tonight 5:30-6:30. This will be the first Mixer held in over a year and it will focus on business updates. Currently 23 are signed up to attend tonight's on-line event. DeMyer stated the May Mixer will be similar to April and in June, if in-person events are allowed by the Mixer date, the plan is to meet at Antonio's.

The next Fixer is ServSafe taught by Dr. William Manos this month. There are five sessions offered with materials available in English or Spanish. Nine food service employees are currently registered. In May a customer service presentation is planned and the speaker has agreed to return for an in-person event when possible at no additional cost. A Fixer for Audio Eye training by SimpleView will be available to members soon.

Restaurant Week—DeMyer is requesting member participation in a digital Restaurant Week event June 4-10. This is free to member establishments. Each participant will be featured with a short video and stills on a LoveCatalina.com microsite and appear on social media. The sign-up deadline is approaching as there must be time to take video and photos for this promotion.

Annual Meeting & Installation of Officers/Directors—DeMyer announced this annual meeting will be held at The Cove on July 22. It is anticipated that by July in-person events of this size will be allowed and The Cove offers outdoor space that can be utilized.

### **CORRESPONDENCE**

Luttjohann included four pieces of correspondence in the board packet. Discussion on the LBCC correspondence included Lavelle praising the free shuttle that funding would support between the main LBCC campus and their PCH site including from the port. Luttjohann added there may be the possibility of underwriting boat travel for students that live on Catalina Island.

### **BOARD MEMBER UPDATES**

Bombard announced the summer Catalina Express schedule will be live within the next few minutes. She said the fall schedule will drop in the next few weeks allowing those traveling for JazzTrax and other events to make reservations. She also stated that for now the galleys on their vessels must remain closed.

Fornasiero and the Catalina Island Museum are thankful to Catalina Express because KTLAs Gayle Anderson promoted the museum event Catalinaland by Charles Phoenix. An in-person event is planned on April 29 called “To the Depths: Paint Night Honoring the Work of Gayle Garner Roski.” This will be led by Lola with sign-ups done online. She announced that coming soon will be a Rosie Cadman documentary. Other evening events are in the planning stages that will offer activity and entertainment options to visitors and residents.

Kielpinski reported staff changes; CFO Larry Lloyd is retiring and the new Director of Conservation Deni Porej has been on the island 4-6 weeks now. He also said many have questions on the current roadwork project. He clarified that most work will not be noticeable as culverts are being placed to prevent damage to roads during storms. While the project is underway, there will be detours some days and a closure April 30 through May 3 with no detour available.

### **ADJOURNMENT**

There being no further business to come before the Board, Chair Hohenstein adjourned the meeting at 2:05 pm

**CHAT FROM APRIL 15 BOARD MEETING:**

From Ben Villalobos to Everyone: 01:12 PM

Just a heads up I will need to leave the call at 2.00PM for a short while as I have a weekly call then I cannot move.

From Carissa Donahoo, TreePeople to Everyone: 01:14 PM

WaterTalks Survey: <http://watertalks.la>

From Jim Luttjohann to Everyone: 01:15 PM

Carissa and Blake, will you be able to send a pdf of your presentation for our book of minutes?

From Carissa Donahoo, TreePeople to Everyone: 01:15 PM

Yes, more than happy to send that over!

From Lisa Lavelle to Everyone: 01:31 PM

FYI

Details for LA County Telebriefing for Large & Moderate Attendance Indoor/Outdoor Performances & Events:

Friday, April 16, 2021

2 PM - 3 PM

Call-in: 877-226-8189

Access Code: #3686893

From Cathy Miller to Everyone: 01:33 PM

It is also in the Thursday Update sent this morning