



MINUTES: Meeting of the Board of Directors

Thursday, April 21, 2022

CALL TO ORDER

The meeting was called to order at 1:00pm by Chair Tim Kielpinski. This meeting was held in the Founders Room of US Bank and via Zoom.

DIRECTORS PRESENT (14)

Kielpinski, Hohenstein, Noll, Stevenson, Alkibay, Bombard, Bradley, Foley, Fornasiere, Glass, Hoefs, Paret, Perico, Ponce

DIRECTORS ABSENT (3)

Villalobos, Gorelczenko, Maistros

STAFF PRESENT (5)

Luttjohann, Miller, Warner, Johnson, DeMyer

GUESTS (4)

Tyler Wilson, Yolanda Say, Cinde Cassidy, Sheila Bergman

CONSENT ITEMS

Approval of Minutes from March 17, 2022

Motion for approval Hohenstein, second Alkibay; passed unanimously.

Presentation and Approval of Financials March 2022

Luttjohann referred to the written report with mentions on the New Year's Eve Gala loss and City of Avalon (COA) TOT true-up payments. Motion for approval Stevenson, second Bombard; roll call vote passed with all ayes.

REPORT OF THE CHAIR

Kielpinski reported the Bylaws review requires an ad hoc committee to convene. For consideration are revisions to change the Catalina Island Company permanent seat from two to one, make Medical Center (CIMC) seat permanent and look at the nomination process. Bradley entered the meeting at 1:06. Board members volunteering for the Bylaw Review Committee were Hohenstein, Ponce and Stevenson.

Kielpinski inquired on progress the Nominating Committee has made to fill board seats. Glass entered the meeting at 1:07. Hohenstein listed several potential candidates but none have confirmed and one declined. Those considering cannot make the commitment immediately. No vote was taken as candidates were not ready to take over a partial term but possibly will be available July 1.

NOMINATING COMMITTEE REPORT

Hohenstein presented the slate of officers for the upcoming fiscal year: Noll, chair; Bombard, chair elect; Kielpinski, past chair; Fornasiere, marketing chair; Villalobos, CFO. Luttjohann will post to the membership and 21 days later the slate can be brought to the board. Villalobos has agreed to serve another term but Alkibay, Hoefs and Paret will term out with the possible exception of Paret if CIMC transfers to a permanent seat.

Hohenstein made a motion to approve the officer slate, second Stevenson; all ayes, motion carried.

REPORT OF THE PRESIDENT

Luttjohann shared his report noting changes are in red type. Perico left the meeting at 1:18. Luttjohann highlighted short-term rental comparisons, connectivity, water consortium, CARB and submitted his report as written. Paret entered the meeting at 1:20.

DISCUSSION AND POSSIBLE ACTION

Request for Allocation of \$16,925 Future Budget Funds for Website Redesign—Luttjohann opened discussion on a website redesign requesting permission to move forward with SimpleView’s proposal of \$33,925. The amount would be split between this and next fiscal year. Paret asked the purpose of a redesign. Miller explained all marketing drives to the website and it would give the members more availability to add videos, etc. via the member portal. Stevenson added that visitors to the website will get more from it and members receive an advantage. Hohenstein believes all websites require updates every 2-3 years to stay current. Bombard added that smaller businesses may not have a website making the member listing their only digital marketing tool which is helpful to those merchants.

Paret motioned for approval of allowing Jim to sign the \$34K contract with half paid this fiscal year and half the next, second Fornasiere; all ayes, motion carried.

US Bank Lease Agreement—Luttjohann shared there are no updates at this time.

Avalon City Council Candidate Forum—Luttjohann acknowledged the community benefit of this event yet stated it does not reflect well on Catalina Island Tourism Authority (CITA). He stated that Dave Young at The Catalina Islander wished to make significant changes but is now having time constraints. Luttjohann will leave it as a Board decision to walk away or move forward with plans for the event. Kielpinski agreed there is a community benefit but it does not fit with the purpose of CITA. Paret wished to encourage The Catalina Islander to take over.

Paret motioned for CITA to not be involved with the Candidate Forum, second Fornasiere.

Ponce stated his belief that candidates should get their own message out. Motion passed with abstention by Ponce.

Report on Marketing—Stevenson reported that TV ads are appearing during the Today Show on NBC. He encouraged all to read the Thursday Update as the marketing report is wrapped up there. A video of the Catalina Island segment featured on CA Live was shown for the group. Luttjohann commented that it was short but is a great use of time as it showed vacation rentals, hotels, the Metropole Marketplace along with various shops and restaurants. Fornasiere liked the drone footage.

Warner reported the 2022 Map has been delayed due to paper supply issues. She has considered a possible batch print or a change of paper and reached out to several printers finding them experiencing the same problem. The 2022 Rack Card was redesigned with a new look and is out on the market now. The 2022 Visitor Guide mailing to yacht clubs will be sent soon. This mailing had a joint letter with the Conservancy that includes the Museum name change.

Miller added that recently there were 41 pieces of unpaid media coverage.

Visitor and Member Services Report— Hohenstein presented new membership applications for Diving Catalina and Catalina Jet Ski.

Approval of two New Members

Motion for approval Hohenstein, second Stevenson; passed unanimously.

Events Report—DeMyer reported on the beach clean-up on April 14 and mentioned a need for raffle prizes for the upcoming concert series. She reminded attendees of the Mixer tonight at Cork & Brew with food catered by Café Metropole. She announced a ServeSafe Fixer on May 5. This is open to any food service workers at \$165 per person. She stated the deadline to reserve space for the Shred event was extended to tomorrow; cost per box is \$6. DeMyer said the Lodging Open House has nine participants so far. This event begins at the Visitor Center at 5:30 on May 4 to pick up listing of properties. The Pride Celebration is June 18 with music on the stage, pop-up tents with support groups and a parade at noon. Luttjohann was recently informed the Casino exterior will feature rainbow-colored lights in the evening. DeMyer said sponsorship opportunities are available to fund July 4th fireworks. The Annual Installation of Officers dinner will be at the Airport-in-the-Sky in July. Luttjohann added that he hopes front-line staff are encouraged to attend the Lodging Open House to educate them on what is available and better serve visitors.

Cruise Committee Report—Luttjohann attended the meeting held earlier in the day stating there has been a huge growth due to the fact that there were zero cruise ships last year. Retailers report good revenue on cruise ship days. The Disney Wonder made its inaugural call March 31 and will return in October. An exchange of plaques took place onshore and Luttjohann displayed the one received from Disney. Merchants reported a 50% increase in sales for this day when compared to other cruise ship days. The SeaTrade cruise trade show will be attended by Dave Creigh in April. His attendance has been sponsored by local businesses. In June the FCCA is a smaller show but allows attendees to meet with top executives to receive feedback, Avalon's ratings and ask questions. Hohenstein wished to know if anyone else attends beside Creigh. Luttjohann informed her there are usually three attendees but sometimes only two. Cassidy says this year she cannot attend as it will not look good with the COA election only a few days later. She can be made a delegate and request executive appointments. Luttjohann explained the Avalon delegates attend these meetings together and if Cassidy is missing, they will still be allowed the interviews. Bombard asked about the feedback; Luttjohann said Avalon port scores are very high with tendering only a mild concern and that during these interviews some execs reveal enlightening news.

BOARD MEMBER UPDATES

Fornasiere is happy to have Bergman on staff informing this is her fourth day as director of the Catalina Island Museum for Art & History. The Around the Island cruise was rescheduled from April 19 to May 4 due to weather. This fundraiser will feature speakers and is the Shipwreck Edition. Cinco de Mayo will be celebrated with live music by Sin Frontera, folkloric dancers, food vendors and art projects for kids. May 13-14 is the Silent Film weekend with two films being screened. On May 21 at 7pm, the Catalina Story Project film documents Jani Eisenhut and her life growing up and living on the island.

Stevenson announced the Catalina Wine Mixer will be held June 3-4.

Bombard noted the mask mandate dropped and Catalina Express made the call for optional wearing of masks for crew and passengers. She added an appeal was filed so they will keep watching the issue for any changes. Thus far, crew reports are down on confrontations with passengers. She warned weather is expected on Friday that could affect crossings.

Kielpinski stated Edison placed new cameras to aid as lookouts for fires on Catalina Conservancy land. Near the cameras are small areas where free Wi-Fi hotspots are accessible. He stated Toyon Grill has been open five days a week with a hope to expand soon to seven days and the Conservancy Ball activities are this weekend. Luttjohann shared a concern on hikers looking for a one-night stay most likely on Sunday or Monday. Hoteliers in the room reported they take one-night reservations for Sunday through Friday nights.

CORRESPONDENCE

Luttjohann referenced correspondence included in the packet.

ADJOURNMENT

There being no further business to come before the Board, Paret motioned to adjourn the meeting, second Fornasiere. Chair Kielpinski adjourned the meeting at 2:22pm.