



MINUTES: Meeting of the Board of Directors

Thursday, April 20, 2023

CALL TO ORDER

The Catalina Island Tourism Authority (CITA) meeting was called to order at 1:06pm by Mayor Annie Marshall. This meeting was a joint session with the Avalon City Council held in the City of Avalon (COA) Council Chambers with no remote access; all present attended in-person. The recording of this portion of the meeting is available here: <https://www.youtube.com/watch?v=J7uBGsfti00> posted by the City of Avalon on YouTube.

DIRECTORS PRESENT (15)

Noll, Bombard, Fornasiere, Kielpinski, Bradley, Flathers, Foley, Glass, Hohenstein, Maistros, Paret, Ponce, Stevenson, Vega, Wright (in-room quorum established)

DIRECTORS ABSENT (3)

Villalobos, Allen, Teng

STAFF PRESENT (4)

Luttjohann, Miller, Johnson, Warner

GUESTS (4)

LoriAnn Krause, Cinde Cassidy, Yolanda Say, Myles Rademan

CALL TO ORDER

The business meeting of the CITA Board was called to order at 3:03pm by Chair Bryce Noll.

CONSENT ITEMS

Approval of Minutes from March 6, 2023 and February 2023 Monthly Financials

Motion for approval Paret, second Bombard; passed with roll-call vote, all ayes

REPORT OF THE CHAIR

Amendment to Bylaws per Board Retreat—Luttjohann reminded the Board members of the minor changes to the Bylaws; alter CFO to treasurer and describe that position.

Motion to approve by Hohenstein.

Fornasiere asked if there were other edits. Luttjohann stated that today's approval is only for the minor changes from CFO title to treasurer and that additional revisions will be addressed later.

Motion seconded by Paret; passed with roll-call vote, all ayes

CIVITAS Letter of Advice—Luttjohann explained the Letter of Advice re Brown Act and its effect on remote meeting access. Technically, CITA Board does not need to adhere but could also become a test case if a lawsuit were filed. Therefore, CIVITAS recommends CITA to follow the Brown Act. Remote access to meetings requires a camera and the attendee must identify others in their presence. Cal Travel is working on this Brown Act requirement as DMOs are finding it a challenge. Glass asked if the Board must follow and Noll answered it would be on a case-by-case basis.

Luttjohann reminded of the exceptions: illness, confinement, childcare and emergency. There is no action needed, this is advice received from legal counsel.

REPORT OF THE PRESIDENT

Luttjohann submitted his written report, highlighting events that require a vote.

Partial Allocation of True-up Funds—Luttjohann stated the True-up Funds are estimated at \$374K. Two votes are required: funding a video project and sponsorship requests from COA.

Approval of Video Project proposal from 62Above for \$16,750—This project provides outside access to a library of photos and videos; the Digital Asset Management (DAM) system. Glass wondered what is received for the cost. Miller explained the video is in grayscale and must be colorized. There are 11 categories and the project will enhance the footage. Glass asked, is it possible for future shoots to be done in color and Miller answered, yes.

Motion for approval Noll, second Kielpinski; passed with roll-call vote, all ayes

NOTE: The items below were taken out of order to accommodate an early departure of Hohenstein and Bombard.

DISCUSSION AND POSSIBLE ACTION ITEMS

Visitor and Member Services Report—Hohenstein presented four new membership applications for approval: Lamont Reeves dba Hamilton Cove Catalina, Scuba by Design, Catalina Island Brew House, Leyva's Electric Bike Rentals.

Motion for approval Hohenstein, second Glass; passed with roll-call vote, all ayes

Report of the Nominating Committee—Bombard described the slate and spoke of the nominee ballot asking each Board member to vote for two of the three nominees on the ballot. She announced that the candidate with the most votes will serve the three-year term and second place would serve a one-year term. Hohenstein said this time nominations were open to the business community and believes this should be followed in future years. Noll determined discussion of potential candidates on the slate does not require a closed session. Ponce questioned how to vote on the ballot.

Bombard re-explained to please vote for two of the three listed. Luttjohann passed out the ballots explaining they are numbered for record keeping and that Noll and Johnson will tally the votes. Noll announced the top two were tied and a coin toss was determined to be the deciding factor. Elaina Thomas won the coin toss and will serve a three-year term; Cinde Cassidy will fill the one-year term. The returning slate was approved: Bradley, Flathers, Noll and Teng.

Approval of City of Avalon Sponsorship requests, \$121,025—Luttjohann reminded the lighting project photos are in the packet. Kielpinski wanted assurance the budget would be okay with this expenditure. Hohenstein asked if the amount included lights and sound. Maistros explained the wireless ambient speaker system will be installed on Crescent Ave and can be used as music along the pedestrian walkway or sound for the stage to solve blaring in that area so others further away can hear. Hohenstein questioned if the \$121K was all that is required for the system. Maistros stated the cost is \$200K plus labor; \$121K is materials. Luttjohann referred to the photos in the packet stating the plane will be changed to a Grumman and this installation will not include the eave lighting.

Motion for approval Ponce, second Kielpinski; passed with roll-call vote, all ayes

Allocation of FY 2023/24 Funds for Garden State Fireworks, \$40,000—Luttjohann explained the July 4th funds to COA are for the next fiscal year. Bombard and Hohenstein left the meeting at 3:34pm. Noll stated the total spend by CITA will be the same as the previous year.

Motion for approval Noll, second Foley; passed with roll-call vote, all ayes of remaining quorum

Marketing Report—Fornasiere spoke of the Spring Marketing Campaign that continues to run through May 30. She announced that Miller will attend the NATJA conference representing Love Catalina and that event awards prizes to attendees. This group is made up of travel journalists which are beneficial recipients. A call was made for donations to bundle into a Catalina Island prize. Fornasiere said the 2023-24 Pocket Map is set for delivery in early May.

Events Report—Luttjohann reported the Job Fair had 32 participants and most received 3-5 viable applicants. The White's Landing Beach clean-up removed 17,247 Sea Rocket plants vs. last year when 9,009 of this invasive species were

removed. Luttjohann added, this year the plants were smaller possibly due to the removal of larger ones the previous year. Shred Day will take place at Avalon Freight Services on April 26. Carnival Cruise Line will hold a Shore Ex presentation at the Trailhead on May 1; two sessions 9am and 1pm. The May 10, Lodging Open House has no participants at this time and could possibly be cancelled. The Beverage Classes have been on-going since February and there is a discount code for this perennial offering. California requires Sexual Harassment Prevention Training and Cal Travel has offered a promo code for these on-line mandatory classes. Catalina Pride is scheduled for June 24 with events on Wrigley Stage; Federal, State and County dignitaries attending; and a walk to the Casino. Tonight's Mixer is at Island Spa from 6-8pm and it is not too late to sign up. Next month, Catalina Canyon Inn is the Mixer host on May 11.

BOARD MEMBER UPDATES

Fornasiere announced that the Catalina Museum reno is almost complete with current decisions being made on how to utilize the entry space. The First Friday event for May is Cinco de Mayo from 6-9pm. The annual silent film is May 13, same day as the Art Deco Ball. This year two films will be shown and tickets are still available. May 27 the Tongva Family Festival will be a day-time event with food, dancing and more.

Foley introduced his guest today, LorieAnn Krause, a mortgage rep with US Bank assisting with home loans. She encourages potential buyers that may feel they don't qualify for affordable housing to consult with her.

Stevenson said the Flxible Bier Garten is coming soon.

CORRESPONDENCE

Luttjohann called attention to the letter sent in support of controlled burns under Catalina Conservancy supervision. It is included in the packet.

ADJOURNMENT

There being no further business to come before the Board, Chair Noll adjourned the meeting at 3:51pm.