



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

**Thursday, October 28, 2021**

### **CALL TO ORDER**

The meeting was called to order at 1:03pm by Chair Tim Kielpinski. This meeting was held in the Catalina Island Conservancy Trailhead facility and via Zoom to accommodate all desires. Attendance and voting utilized roll-call procedure.

### **DIRECTORS PRESENT (18)**

Kielpinski, Hohenstein, Noll, Stevenson, Villalobos, Alkibay, Bombard, Bradley, Foley, Fornasiere, Glass, Gorelczenko, Hoefs, Paret, Perico, Ponce, Radde, Salinas

### **DIRECTORS ABSENT (1)**

Kennedy

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

Luttjohann, Miller, Warner, Johnson, DeMyer

### **GUESTS (5)**

Tyler Wilson, Melissa Knudtson, Carol Elliott, Greg Carson, Michael Parmer

### **PRESENTATION**

Melissa Knudtson presented online, a report on the 2020-21 audited financials and the annual audit performed Sept 20-23. She explained there is no need to restate the previous audit to remove the going concern as it was for the previous fiscal year and due to several factors including PPP funds received and forgiven, TOT true-up, EIDL loan (payments still deferred), and healthy assets it is not part of the audit for the 2020-21 fiscal year and is no longer an issue. Tax returns were emailed to Luttjohann during the meeting and she stated there is no tax liability. The taxes could not be reviewed by the Board at this meeting so Knudtson will be notified once the taxes are approved by the Board.

Michael Parmer presented an update on the City of Avalon (COA) Cabrillo Mole project. With the under-deck reconstruction and new metal grates of Phase I complete, Phase II construction should commence Fall 2022. An architectural drawing was shared showing a Spanish-style design that will complement but not compete with the Casino. This structure will be a transition space for visitors entering Avalon and exiting. The footprint of the current deck will include indoor and outdoor space to meet the needs of travelers and businesses. Larger and more consistent coverings are planned and traffic will be totally revamped. A stakeholder meeting on November 4 and a future community workshop will provide additional thoughts. The two-story structure will have ticket offices, deli and retail space on the lower level with a common bar, seating, emergency services and harbor master office upstairs. There were several questions for Parmer: Alkibay asked if the ramp would remain parking, this may not be addressed until Phase III; Bombard mentioned the shade complaint from Catalina Express travelers; Fornasiere asked who will get the business space and if there would be a photo op site, community input on necessary services will aid these decisions; Paret believes a marine education center would be a valuable addition; Stevenson asked about checked bags, will incorporate check in and retrieval of luggage but not a baggage handling service. COA has \$14mil secure with hopes of up to \$20mil total to keep within the design and funding goals.

## **CONSENT ITEMS**

### Approval of Minutes from September 16, 2021

Motion for approval Hohenstein, second Fornasiere; passed with abstention by Radde.

### Presentation and Approval of Financials Sept 2021

Villalobos highlighted portions of the Sept 2021 and the June 2021 audited financials. Kielpinski called for a motion on the Sept 2021 financials. Motion for approval Hohenstein, second Alkibay; passed 17 yes, no abstentions.

Kielpinski called for a motion on the Audited June 2021 financials. Motion for approval Hoefs, second Fornasiere; passed 17 yes, no abstentions.

### Allocation of Funds for Visitor Center Painting

Luttjohann announced that only one bid has been received and explained that direction to him could be to accept it, work on soliciting other bids, or approve an amount not to exceed. Kielpinski advised to wait for another bid to come in. Radde asked if others had been contacted. Fornasiere mentioned Matt Sullivan, a painter, that could be asked to place a bid and she said Fine Line has scaffolding. Foley offered to reach out to Sullivan. Noll made a motion for Luttjohann not to exceed \$30K and there must be a second bid before selection; second Hohenstein. Kielpinski asked for opposition and hearing none, motion passed. Bradley was concerned that the approved cost would influence new bids. As it is only known amongst Board Members and those that read the minutes it seemed a minor concern. Kielpinski asked if any wished to change their vote and hearing no opposition, motion passed after discussion of the concern.

## **DISCUSSION AND POSSIBLE ACTION**

### Visitor & Member Services Reports

Hohenstein provided a membership update. She made a motion for non-paid members to be dropped as of today; if paid within 30 days their membership will be reinstated and requested an email be sent to each member on the drop list, second Noll; passed unanimously.

### Approval of New Members

A new membership application for Three Palms to become a corporate member with their three subsidiary members Catalina Bath & Body, M Restaurant & Events, Catalina Pottery & Tile was presented to the Board. Motion for approval Hohenstein, second Fornasiere. Discussion included clarifying that Three Palms has been a member and this is a switch to corporate with subsidiary members, not all previous members. Motion passed with abstention by Hoefs.

### Board Member Report

Hohenstein announced that the Holiday Inn Resort will become Catalina Canyon Inn on November 9 at noon. Paret and Hohenstein left the meeting at 2:32.

## **REPORT OF THE CHAIR**

Kielpinski gave a TOT/TBID update saying verbiage will be added to cancel the TBID by committee request if the COA pulls TOT funding.

Kielpinski requested the 2021-22 Conflict of Interest form be completed if not already done. He listed the few that had complied, thanking them and asked those not mentioned to print, sign and turn in to Catalina Island Tourism Authority (CITA) staff.

Kielpinski requested a motion to excuse Stevenson's absence in September as he was working with Carnival Cruises on their return to Avalon. Motion to approve his absence as excused by Hoefs, second Bombard; passed with abstention by Stevenson.

## **REPORT OF THE PRESIDENT**

Luttjohann reviewed the highlights of his written report. Glass entered the meeting at 2:37. Luttjohann explained participation in a virtual booth for SeaTrade. He was able to have meetings with each cruise line that calls on Avalon. He also mentioned the opportunity for future hosting of cruise travel/trade publications to educate on diving around Catalina Island. Noll exited the meeting at 2:42. Luttjohann shared that a facilitator for the Board Retreat has been located. Kielpinski and Luttjohann will prep for the retreat which is on the calendar for January 20, 9am-4pm (see below). Luttjohann presented his report as written.

## **DISCUSSION AND POSSIBLE ACTION ITEMS**

### Marketing Report

Stevenson thanked the participants that were present earlier in the day for the annual marketing conference. Miller mentioned upcoming hosting opportunities and thanked the presenters for their conference participation. Luttjohann added the Dinner Impossible episode aired with chef Robert Irvine and it was nice. Warner is pleasantly surprised with the 2022 Visitor Guide advertising sales; they are the highest ever. The guide is in production and a proof should be ready in a few weeks. Fornasiere asked about the print run and Warner said that number has been adjusted up from 65K to 75K.

### Visitor & Member Services Reports

Luttjohann reminded that the Visitor Comment Forms are now available as a digital version on the LoveCatalina.com website. These will be distributed to the proper place depending on the issue. A current concern is the condition of local deer.

### Events Reports

DeMyer reported on the Triathlon saying the registered number is down due to other rescheduled events on the mainland being held on the same date. Road closures are posted. Alkibay asked how many were expected; DeMyer said 150 which is down from the normal 600, all due to timing. She noted 850 have signed up for the half marathon in November.

DeMyer reminded of the Mixer tonight, 6-8pm at Chet's Hardware; November Mixer is Catalina Island Golf Carts.

DeMyer reported on the three concerts that ended October 9 with Abba. There were great raffle packages and she thanked the retailers who contributed. Her goal was to pay for one concert but fell short. Part of the reason was the time change for Abba to earlier so as not to compete with Sammy Hagar in the Casino that evening.

Shop Catalina is moving forward.

The New Year's Eve Gala reservations are on track with more coming in each day.

Luttjohann reminded of the importance of the Board Retreat January 20. In discussion it was decided 9am-3pm was better timing for attendees that needed to catch the boat that afternoon.

## **BOARD MEMBER UPDATES**

Fornasiere reported the Catalina Island Museum will have the Día de los Muertos event on November 1. This annual event will have tequila tasting, an art project, Posole, entertainment and ofrendas. November 5 is First Friday Film of Edward Scissorhands beginning at 6:45. This is the last First Friday Film of the year.

Radde said that COA is actively recruiting a new City Manager and the second meeting in November an approval might be announced.

## **CORRESPONDENCE**

Luttjohann referenced a letter that was sent to many recipients commending Lola DiMiele on the Art Festival.

## **ADJOURNMENT**

There being no further business to come before the Board, Fornasiere motioned to adjourn the meeting, second Radde. Chair Kielpinski adjourned the meeting at 2:56pm.