



MINUTES: Meeting of the Board of Directors

Thursday, February 16, 2023

CALL TO ORDER

The Catalina Island Tourism Authority (CITA) meeting was called to order at 1:02pm by Chair Bryce Noll. This meeting was held in the Founders Room of US Bank and via Zoom. NOTE: As of Jan 31, 2023 make note in minutes re: have/don't have an in-room quorum and must take roll-call votes on all action items. CITA is not required to meet the Brown Act standards at this time, but has been advised by legal counsel to do so as much as possible. Directors Present remotely are listed in *italics*.

DIRECTORS PRESENT (18)

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

DIRECTORS ABSENT (1)

Gorelczenko

STAFF PRESENT (5)

Luttjohann, Miller, Johnson, Warner, DeMyer

GUESTS (6)

Tyler Wilson, Gregory Carson, Rachel Kushner, Krista Bernasconi, Kayla Scott, Cinde Cassidy

CONSENT ITEMS

Approval of Minutes from January 19, 2023

Motion for approval Paret, second Stevenson; passed with all ayes

Presentation and Approval of January 2023 Monthly Financials

Villalobos highlighted a few items from the January financials included on the report in the Board Packet.

Bradley and Allen joined the meeting at 1:08.

Motion for approval Fornasiere, second Hohenstein; roll-call vote passed with one abstention by Allen.

REPORT OF THE CHAIR

Board Training Session—Noll asked the Board Members for any objections to moving this session earlier. He proposed 8am-3:15pm as a few attendees must be on the 3:50 boat that afternoon.

Request for Excused Absence for Tim Foley—Noll called for discussion of an excused absence requested by Foley. He was unable to attend the January 2023 Board meeting due to business.

Motion to approve by Hohenstein, second Stevenson; roll-call vote passed with one abstention by Foley.

Reminder Not to Miss Three or More Meetings—Noll reminded the Board of the importance of attendance and that the by-laws do not allow the absence from three or more meetings.

Nominating Committee Call for participants—Noll requested the participation of a few Board members on an ad hoc committee for the nomination of new Board Members. According to by-laws the committee consists of Bombard as the

incoming chair and Kielpinski as the past-chair. After some discussion on the requirements and the importance as four Board Members may need to be replaced, Wright and Hohenstein volunteered to serve on this ad hoc committee.

Brown Act Update—Noll reviewed the Brown Act requirements on remote participation and voting. He stated this Board is not required to follow these rules but have tried to adhere due to the advice of legal counsel. Paret asked for clarification. Luttjohann replied that CITA Board does not meet the criteria required to adhere to the Brown Act but the attorney advised the Brown Act be followed. More discussion asking if there is just cause and must the Board adhere. Luttjohann mentioned a TBID must meet Brown Act requirements and a rare case is possible as the TOT funds received are public funds. Stevenson stressed the extra time involved before each meeting begins to verify remote attendees, asking if anyone else is in the room with them, etc. Glass often attends remotely on his phone when he is traveling, there is not video which could mean an absence for him without a visual connection. Wright is concerned it will limit who is willing to serve as Board Members if they cannot attend remotely. Kielpinski entered the meeting at 1:27. Noll suggested Luttjohann go back to CIVITAS and ask about exceptions. Possibly a letter of advice is okay to approve an exception to visual and to ask if there is anyone else in the room. After a response from CIVITAS, readdress this issue at another meeting.

Joint Meeting with City Council—Noll advised the April 20 meeting has been arranged as a combined meeting with Avalon City Council. Luttjohann is working with the City of Avalon (COA) Manager on making Catalina Island a sustainable destination which will be part of this meeting.

Move May Board Meeting—Noll advised the May 18 Board Meeting has conflicts and offered options as a date change. It was determined that the May CITA Board Meeting will be held May 11. The June 8 Board Meeting stands.

REPORT OF THE PRESIDENT

Luttjohann advised the shore excursion meeting with Carnival Cruise Lines has been delayed and possibly will take place in March. Disney Cruise Line added call dates for COA approval and may offer Disney Institute training for customer service to Avalon workers. These sessions would be half-day with two offered; date to be determined. Maistros added there has been significant discussions on movement of people on and off the cruise ship. Luttjohann sent letters to government officials to address the need for undersea fiber cable connectivity; correspondence included in February Board Packet. Luttjohann submitted his written report.

DISCUSSION AND POSSIBLE ACTION ITEMS

Film Liaison Report—Luttjohann stated he is currently working on three shoots. The Catalina Conservancy agreement is signed making Luttjohann their film liaison. Regrettably there is nothing new to report on the TV show, "Avalon," cancelled after one location shoot. Villalobos asked if a reason was provided. Luttjohann said it was approved as straight to series but ABC decided to cancel.

Visitor and Member Services Report—Hohenstein presented three new membership applications for approval: Marketshare PR; Shanda Photographic; and Cruise Newport Beach.

Approval of New Members

Motion for approval Hohenstein, second Stevenson; passed unanimously

Marketing Report—Fornasiere said the Marketing Committee met at 11:15 with a presentation by 62Above on the Winter Wonderland campaign. The presentation will be available and sent to Board Members. She reported that 151 stories have been placed in various media. The ads appearing on social media are performing above industry standards with the most popular one being the banner ad with an image of Hamilton Cove. This same photo will be used again due high interactions. Upcoming promos will include Island Style and Kidalina. Miller added the new website launches this month and ads will pause for one day. She asked that each business check the new site and make sure their information is good. Luttjohann stated the NATJA Conference will be in Fairbanks, AK this year which is much closer than previous years. He hopes to attend as his last attendance was in Oxnard several years ago. He would like to lobby for a future conference to be held on Catalina Island. Bombard asked about the number of attendees. Luttjohann believes about 100 which would easily work in Avalon with number for rooms, conference space, etc. Warner announced she is selling ads and listings with a marker for the updated Pocket Map. There are a few remaining ad spaces available and March 10 is

the deadline for copy. In April, 175K maps will be printed for distribution on-island, the ferry boats and more. Warner asked for those interested to email her and noted the information is available in the Thursday Update.

Events Report—DeMyer reported the New Year's Eve Gala had an income of \$11,815. A shred event is planned for April 26, 9:30am-1pm at Avalon Freight Services, Pebbly Beach. The White's Landing beach clean-up is April 13, 8:30-3:30. An RSVP is required, transportation space is limited and a lunch is provided. Kielpinski interjected if more space is needed the Conservancy could provide another vehicle. A meeting is scheduled tomorrow for planning the Pride Celebration in June. March 27 a job fair is in the works with more information to follow. A comprehensive beverage class will be held February 27 and March 11 and that certificate is good for three years; promo code can be used for a discount. In the works is a Serve Safe food course. The Mixer tonight is at Golf Gardens, 6-8pm; dress warm for this outdoor event. Next month Eric's/Catalina Golf Cart Rentals/Lloyd's will combine as host for the March Mixer. Luttjohann reminded the New Year's Eve Gala is an off-season overnight visit and this year weather on January 1 meant most stayed an extra night.

BOARD MEMBER UPDATES

Fornasiere passed out a Catalina Museum fundraiser card on the Plein Air Art Auction which is open until February 26. She said construction is moving along. The 1st Friday event on March 3 is Culture between Cocktails, 5-7pm with free admission to the galleries.

Bombard says Catalina Express is scheduled to move back to their Long Beach terminal space on February 22. The lovely updates are complete intime for Spring Breaks. The new Express magazine is ready for distribution on the boat. Luttjohann mentioned the bio-fuel change. Bombard explained Shell Oil is working to get fuel prices down using soybeans and kelp.

Teng announced the Zane Grey Pueblo Hotel completed minor cosmetic construction about a month ago and the pool is heated. Next project is the retaining wall redo on the Chimes Tower side. He stated roof-top events are popular but there is no elevator to that space so that could be a future addition.

Foley wished to introduce his guest today, Rachel Kushner, but she had to step out of the meeting.

Hohenstein said the Canyon Inn Resort renovations to the roof should be done in March. The other work will be completed with rolling closures and the property will be ready in May for the Mixer.

Paret says the Catalina Island Medical Center affiliation with UCI Health will be a monumental impact on the community and CIMC. UCI is very excited to be part of Catalina Island and visiting specialty physicians have been recruited for island appointments. Noll said a survey of community members is in the works; Paret adding CIMC would like to know the major health concerns of the community. He added that CIMC is attempting to kick off a self-funded insurance plan.

Villalobos announced that IEX has been sold to Maverick Helicopters. This will bring their fleet to 50 helicopters and provide cross-promotion with Las Vegas, Hawaii, and California (including Catalina Island). The new helis are quieter and have stadium seating but need floats to fly over water which should take about four months to receive and install.

Flathers said The Steamer Trunk has a fresh look; Coffee & Cookie Co is open at 6am and can take on-line orders; Catalina Tours has begun booking tours for travelers in the Fall months.

Glass appealed for workers saying both Hamilton Cove Real Estate & Vacation Rentals and Hamilton Cove Homeowners Association are always looking for employees.

Vega explained Catalina Golf Cart Rentals is testing a few EasyGo electric carts. They hold a charge for five hours depending upon weight and three hours are required to fully recharge. The new vehicles have tracking and a kill switch might be activated for those driving in restricted areas.

Stevenson announced that by the June Board meeting a new Bier Garden will be on the corner of Crescent and Metropole. A vintage Flexible bus will be used as a focal point. Pavilion Hotel will open March 2 and Descanso Beach Club has already reopened for the season. He predicts the Cyclone will be around for Spring Breaks and then out until Memorial Day Weekend.

Wright said that Café Metropole is redoing its patio to be a nicer dining area with fire pits added. The Pancake Cottage will be open for Happy Hour from 2pm on and the location is a good meeting space. The Cantina is a huge on-going project. She added that Airport in the Sky Restaurant is another great event space.

Cassidy has new partners in Catalina Backcountry, Sydney and Barry. Cassidy looks forward to introducing them at the Mixer tonight. The hope is to reinvigorate Catalina Backcountry.

Kielpinski announced there is a signed letter of intent for solar panels to be placed on 18 acres at Middle Ranch.

Bradley is hoping for decent weather and increased business.

Allen has a few projects happening at Two Harbors—renovation of the restrooms, replacing patio furniture and updates to Harbor Sands.

CORRESPONDENCE

Correspondence included in the packet was discussed during the Report of the President.

CLOSED SESSION

The Closed Session is delayed until March 6, 2023.

ADJOURNMENT

There being no further business to come before the Board, Chair Noll adjourned the meeting at 2:36pm.