



MINUTES: Meeting of the Board of Directors

Thursday, February 21, 2019

CALL TO ORDER

The meeting was called to order at 1:02pm by Chair Gail Fornasiere

DIRECTORS PRESENT (16) Fornasiere, Bovay, Ponce, Wilson, Stevenson, Hoefs, Paret, Noll, Salinas, Foley, Hohenstein, Montano, Kielpinski, Radde, Perico, Sanchez (on phone)

DIRECTORS ABSENT (3)

Howell-Awalt, Alkibay, Hite

STAFF PRESENT (5)

Luttjohann, Miller, Warner, Johnson, Lincoln

GUESTS (3)

Cinde MacGugan-Cassidy, Paul Romo, Corina Cisneros

PRESENTATIONS

Paul Romo, teacher of the Hospitality and Tourism curriculum at Avalon Schools, reported on the program. March 12, 2019 the Hire-a-Lancer job fair will be held. This is a campus-wide event giving students an opportunity to find employment. Romo called on business members to participate and requested they provide him feedback after the event and interviews. Only through this input can Romo provide guidance to his students in ways they need to improve, increasing their chance of employment. He has encouraged students to schedule three to five interviews and hopes to build on their skills necessary for entering the job market after graduation. Several Board Members participated in the discussion with questions and comments. Luttjohann asked if a flyer could be provided to the Catalina Island Chamber of Commerce & Visitors Bureau (CICC&VB) to be included in the Thursday Update.

Salinas and Corina Cisneros introduced an idea to create a small forum that addresses community concerns. They proposed this discussion group would meet once each quarter and volunteers are needed to participate. Topics could range from housing to disturbances to water and more. A FaceBook group will be created and today's Board presentation is the starting point. The hope is to create strategy and become better stewards of the community. The format is yet to be determined with possibilities such as a Chair that would rotate each meeting. Montano was encouraging and thought the topics were good, but doubted that those criticizing while behind a computer screen would attend. Salinas mentioned that their purpose is not to silence complaints, but to implement a path to solutions. Luttjohann requested a graphic that can be added to the Thursday Update. Fornasiere asked for periodic progress reports to the Board.

CONSENT ITEMS

Approval of Minutes from January 2019

Stevenson noted his name was not included as an attendee in the minutes for the January 17 meeting. He mentioned the attendance sheet was correct and he was present. Correction was requested. Motion for approval of the corrected minutes by Hoefs, second Ponce. Passed, abstention Hohenstein and Montano, no oppositions

REPORT OF THE CHAIR

Three draft options for a Vision Statement were handed out. There was discussion with Stevenson stating it should be shorter, a phrase easily said in an elevator conversation. Salinas suggested the use of a few bullet points. As homework, Fornasiere requested shorter versions, words or phrases. She promised the Board an email including the three presented statements along with the CICC&VB Mission Statement allowing them to make edits and submit their ideas for a new Vision Statement digitally.

Examples of reports that could be generated were passed around to receive opinions and to see if they meet a request proposed at the Board Retreat. These reporting metrics are possible through the new website that launched today. Paret stated this was not exactly what he had in mind. His request was for reporting on improvement progress within the community. Fornasiere believes it would be helpful for the Board to develop a set of goals that will benefit the community.

REPORT OF THE CHIEF FINANCIAL OFFICER

Fornasiere and Luttjohann reported in the absence of Howell-Awalt. They called attention to a few of the notes on the submitted written report. Motion for approval of December 2018 and January 2019 Financials by Hohenstein, second Wilson. Passed unanimously

REPORT OF THE MARKETING CHAIR

Stevenson reminded attendees of Mering Carson's presentation for the November Marketing Conference at Terranea. At the January Board Meeting approval was given for Mering Carson to expand on the research and reach out to consumers. That culminated with Focus Groups and those groups were interviewed Wednesday, February 20. These consumers expressed their enjoyment of authentic engagement with locals and clean beaches (and actually mentioned unlike Huntington Beach). The Focus Groups were made up of all repeat guests skewing results. For the past 12 months visitation has been decreasing meaning new customers are needed; repeat visitor numbers are sliding downward. On March 14 only those that attended the Marketing Conference in November will meet prior to the Board Meeting. At 1pm the entire Board will hear results from Mering Carson and members of the business community will be invited. Luttjohann noted that the March meeting will not be held in the Founder's Room as attendance may exceed capacity of that room.

Hosted & Social Media—Miller announced that the CICC&VB new website launched this morning. She is glad that a second group of influencers will visit the island in March or April. Their travel is a bonus as they publicize on social media and this encourages visitation by their followers.

Pocket Map—Warner stated that March 1 all ads are due for the 2019 Pocket Map. Ad sales are moving forward with only about a half dozen standard spaces left and listings are welcome.

Website/CRM/CMS Update—Stevenson informed the Board the new site includes the Member Extranet allowing members to update their businesses. This can be good or bad as some members will make updates and keep it fresh and those that do not will begin to look dated. Warner urged members to check their listings and report via email any issues.

PRESIDENT'S REPORT

Luttjohann submitted his written report and mentioned a correction about the City Manager meeting which did not happen and must be rescheduled.

DISCUSSION AND POSSIBLE ACTION ITEMS

TOT Committee call for participants—Luttjohann is looking for employees, business owners and not necessarily Board Members to participate in TOT discussions. This issue is a topic needing community support. The committee will meet to formulate options and rebuttals if TOT changes are proposed to the City of Avalon (COA). Fornasiere, Ponce, Hohenstein, Montano and Salinas all volunteered with the possibility of Conrado Vega and two City Council Members rounding out the committee.

ADA Website Committee Report—Luttjohann covered the ad hoc meeting held to address ADA law suits served to some local businesses. The primary litigant is one individual who has made reservations at hotels that do not mention ADA accessible rooms on their website. MacGugan-Cassidy said that an assessor is coming to the island to assess various businesses. She mentioned any businesses wishing to be included must request to participate.

Street Vendors Committee Report—Luttjohann explained City Council took action but the ordinance needs to come back for another reading. Hoefs informed attendees the ordinance sought to control but still allowed 12 vendors. He walked the streets with COA officials and only six spots along the waterfront met requirements. These mobile vendors can obstruct the beauty and views as there is currently no way to regulate a vendor's site. He mentioned that creating a zone (Mole to Casino) where vendors would not be allowed could be challenged in court. Radde stated that staff was tasked with coming back with an ordinance that will not be challenged. The next Council meeting will be the first reading for the revised ordinance. Paret inquired if there would be any way to insure vendors play by the same rules and assure they are paying taxes. A COA Resolution is in place requiring a permit. Currently, any submitted permits are not complete as the requirements have not yet been outlined by an ordinance. Hoefs thinks COA should stick up for what they believe and if a COA Vendor Ordinance is challenged, he does not feel a vendor would win in court. Salinas stated there are rules and if a vendor breaks a rule their permit should be pulled. Fornasiere attempted to close the discussion saying, "I'm not sure what we can do? This meeting should move along, convene another ad hoc meeting and attend the next Council Meeting." Ponce believes the State Legislation is wrong as restrictions are not set in the law and cities should step up to control their own streets. Montano expressed the vendors could be harmful to the town. Hoefs said there are too many problems and some think business license fees will increase income for COA, but don't consider that another Code Enforcement officer must be hired and additional trash collection would be necessary. Fornasiere reiterated, the best we can do is convene, attend Council and talk to Council Members.

Cruise Committee Report—Wilson was present at the November cruise industry meetings in Puerto Rico. He felt this was one of the best interactions due to the attendance of Luttjohann and MacGugan-Cassidy. The upcoming SeaTrade is different and attendees do not meet one-on-one. SeaTrade is in April and is a place for engineers, fixture sales, etc. and not a place to make contact with decision makers about cruise stops. Wilson has communicated with Dave Creigh who is willing to attend SeaTrade as Wilson cannot and must tender his resignation to the Cruise Committee. Wilson does not charge CICC&VB for his travel expenses and is willing to pay for Creigh to attend SeaTrade. The Board will discuss who can step into this significant role, meanwhile, Creigh is well prepared and good to take the helm until a Board decision. Luttjohann plans to attend SeaTrade and Councilmember Oley Olsen will possibly attend as a representative of COA. Paret feels the financial responsibility should not fall on Wilson. Montano thanked Wilson for filling this position and asked how the finances would work for new Cruise Committee participants. It was noted that Creigh collected donations from various businesses during his past tenure to cover the cruise events and travel expenses. Paret and Montano expressed a willingness to donate funds for Creigh's attendance at SeaTrade and believed other businesses would donate. Wilson stated the Cruise Committee takes

three weeks out of the year and it would be best for the replacement to acquire knowledge from Creigh. Montano wondered if Creigh might possibly retake the position. Wilson stated the cruise industry is growing with shipyards busy through 2026 and choosing the right person is critical. Fornasiere thanked Wilson and gave appreciation for his important role, also stating that these were big shoes to fill.

Membership & Visitors Services Report—Warner explained she has temporarily moved to the Visitor Center due to staffing and expects the move to last approximately a month. She stated the Member Extranet will not be up and running for a few weeks giving staff time to become familiar with the new site. The plan is to begin Extranet use with a few Beta testers and add all members once staff is proficient.

EVENTS REPORT

New Year's Eve—Lincoln reported increased profits for this event over the past few years due to higher ticket sales. Hopefully this will be a continuing upward trend. A printed report handed out to attendees stated income from this event was over \$9k.

Concert Series—Lincoln announced there are five confirmed dates for concerts. Work is being done to add more including local musician concerts. March 16 is the first event featuring the Humble Hooligans. Later, Queen Nation is quite popular and Yacht Blooded will be fun.

Marathon/Triathlon—Lincoln stated Renegade is creating a challenge to collect final payment. Luttjohann warned they are in breach of contract, but there is hope they will make good and can continue to organize the Triathlon.

Mixers—Warner noted confirmed Mixers are in place for May, June, September and October. April has a conflict due to Spring Fest and details are still in the works to determine if the April Mixer will be held on a different date.

Fixers—Luttjohann is working with Dan Huncke on a date for Catalina Clean-up Day.

Board Member Reports

Fornasiere invited attendance at the 1st Friday event put on by the Catalina Island Museum. The March event will be a baseball theme. In association with the Wrigley centennial exhibit, a Chicago Cubs historian and Wrigley Field ambassador will be the featured speaker on March 1.

Ponce reminded all that tickets are still available for An Evening with Oscar. This annual event benefits the Catalina Island Hospital Foundation and is held February 25.

Hohenstein is looking for support for Rotary's End Polio NOW walk held Saturday, February 23, the same day as the annual underwater harbor cleanup. The Walk-a-Thon begins at 9:00am in front of the Blue Water Grill and ends at noon.

Future Agenda Items

Fornasiere requested a discussion on goals during a future meeting. With goals set, the hope is for CICC&VB to move forward and become more productive.

ADJOURNMENT

There being no further business to come before the Board, Chair Fornasiere adjourned the meeting at 3:02pm