



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

**Thursday, February 17, 2022**

### **CALL TO ORDER**

The meeting was called to order at 1:02pm by Chair Tim Kielpinski. This meeting was held in the Founders Room of US Bank and via Zoom.

### **DIRECTORS PRESENT (17)**

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

### **DIRECTORS ABSENT (0)**

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

Luttjohann, Miller, Warner, Johnson, DeMyer

### **GUESTS (5)**

Tyler Wilson, Gina Reed, Denise Radde, Yoli Say, Thomas Salinas

### **INTRODUCTIONS**

Dave Maistros was introduced by Kielpinski. Maistros is the new City of Avalon (COA) city manager and board member. He gave a brief bio and was accompanied by Radde the former COA city manager and board member.

### **CONSENT ITEMS**

Approval of Minutes from November 18, 2021 (correction of date from last meeting)

Motion for approval Hohenstein, second Fornasiere; passed unanimously

Approval of Minutes from January 17, 2022

Motion for approval Hohenstein, second Ponce; passed unanimously

Presentation and Approval of Financials January 2022

Villalobos highlighted portions of the January 2022 financials mentioning the budget comparison and explaining why assets reflect high and the upcoming expenses in February. Kielpinski called for a motion. Motion for approval Glass, second Noll; passed unanimously. Hohenstein asked about painting the Visitor Center and Luttjohann informed that progress began with PLS for \$19K.

### **REPORT OF THE CHAIR**

Kielpinski reported on the Board Retreat in January saying that it was excellent and Kari was good facilitator. The 'sticky notes' presentation documented all interactions with attendees. The Board will pull from those comments and suggestions to guide their instructions to Luttjohann over the next 10 months.

Kielpinski stated the TOT/TBID will be on COA council agenda March 15, 2022. The council did approve a 1% hike to TOT at the Feb 15 meeting and Radde clarified that it must be approved by the voters and could be in place January 2023.

Kielpinski asked Gina Reed to present a sequence of events that should be expected with COA council. Reed stated it can

move forward as 50% of petitions have been received. Resolution of Intention to form is the next stage and then it should be a two-to-three-month timeline from there.

Kielpinski thanked Radde for her service as a Board Member. Luttjohann explained that the COA manager is a dedicated seat that Maistros now fills and no vote is needed to accept.

Kielpinski made a call for nominations for the two empty board seats. Board members were instructed to present candidates at this time or send nominations to Kielpinski. The two new board members would take over the seats with terms that expire in 2023. Kielpinski asked if there were any nominations and hearing none moved on.

### **REPORT OF THE PRESIDENT**

Luttjohann reviewed the highlights of his written report. He stated that new recommendations were the red letters. There was discussion on the STR and AirDNA reports that track occupancy rates of hotels and vacation rentals. He mentioned that the Venture Capital One ad filmed on Catalina Island was shown right after half time of the SuperBowl. Kielpinski mentioned that he appreciated the meeting attendance of board members and asked to please keep it up.

### **DISCUSSION AND POSSIBLE ACTION**

Report on Marketing—Stevenson stated it has been a busy January. He was happy with the Influencer visit coordinated through Visit California. This was a paid stay which became a FAM trip. This gave both ways and was welcome. He reported there was a Visit California Outlook forum earlier this week. He also stated that current marketing includes a broad mix of media—FaceBook, Instagram, TV, etc. He announced that the 2022 Visitor Guide is available at the Visitor Center and ready for distribution by Certified Folder. Warner stated that she only has ½ dozen spaces left on the pocket map that will be printed early April. That print run will be 175K and will be distributed on Catalina Express, at the Visitor Center, mailed upon request, etc. She requested that any further questions or to book an ad to please contact her. Miller reminded there is an upcoming on-island FLICs meeting that will also benefit on both sides; they will pay to stay and location scouts will recommend island locations. Miller went on to say she has been to Denver, New York and San Francisco in the past two weeks for meetings. The New York had 198 exhibitors including Visit California. There were 24 meetings, much interest, and a FAM visit is already scheduled for later in the month which shows NY produced results immediately. She recalls this being the best she has attended in several years. Stevenson believes Visit California is an incredible organization and to ride their coattails is beneficial. He hopes they continue to remember Catalina Island. Glass asked for more exposure on the local TV weather news. Bombard stated that KTLA's Henry DiCarlo mentions the island often and loves to visit. Hohenstein stated that NBC shows an image every morning from the hillside webcam. Villalobos stated that Hailey Winslow from FOX visits often and could possibly be approached for live broadcast. There was discussion on TikTok and the buzz it generates. Bombard stated that TikTok is strong for GenZ and Miller recommended a look at TK who is very prominent. Luttjohann stated that Mesa, AZ is killing it on TikTok.

Visitor & Member Services Reports—Hohenstein stated there was a meeting earlier today. She reminded that a guest can be brought by a member to a Mixer for free if they are a business owner that has not attended previous Mixers. She said there will be a push to gain new members. Fornasiere asked if she would share the targets as that would be helpful to know who is not already a member. Hohenstein will get a list and then share it.

Events Report—DeMyer reported New Year's Eve Gala had approx. 485 attendees. Refunds were given and the early numbers indicate there may be a loss of \$22K but that is not final.

Concert Series has three planned events in partnership with Xceptional Music. Each concert date will feature three raffle prizes as fundraisers. DeMyer is working with Mary Stein on an additional concert featuring local musicians.

Lodging Open House is scheduled for May 4, 5:30-9pm during National Travel & Tourism Week, May 1-7. Hotels and vacation rentals are invited to participate.

June is LGBT Pride month and T-shirts and flags will once again be available for purchase. A special display will be shared on LoveCatalina.com and Xceptional Music may provide a band that has a strong LGBTQ following.

DeMyer shared that she is working on a shred Fixer event.

The Mixer tonight is 6:00-8:00 at Catalina Divers Supply. It will be held at their new facility in the Casino building. Food will be provided by The Lobster Trap.

Luttjohann announced there have been discussions with COA on the July 2022 Fireworks show. COA has budgeted for the barge but not the \$38K for the fireworks. COA proposes that funds raised be split so COA has \$17K for USC Marching Band expenses. Historically the fundraising has been at or below \$30K leaving CITA on the hook for the difference.

Luttjohann explained that break even years are a win because of room nights but the fundraising efforts are often a loss. Hohenstein believes the firework show is important and CITA should pay even if the cost is high. Radde stated that 100% COA does not have money in their budget for fireworks and went on to say that possibly the cruise ships should be asked to donate. Hohenstein made a motion that was revised later. Paret asked if the donations exceed the \$38K would shells be added to make the show BIG, redeem last year's problem and celebrate the end of Covid. Glass said the problem last year was that no one was told why the show was cancelled and agreed it would be nice to be bigger and better than ever! Luttjohann warned that \$38K has never been raised and COA will need \$17K of those funds. He also said there may be a deadline to add shells to the fireworks display. Kielpinski mentioned that if COA signs the contract why would CITA be on the hook? Luttjohann responded that the agreement between CITA and COA is that CITA would pay. Fornasiero asked if there were TBID funds, could they be used for fireworks but the answer was unclear as Reed had left the meeting.

Hohenstein made a motion for CITA to work with COA, commit to \$38K for fireworks and fundraise to offset the cost. Kielpinski called for a vote and it passed unanimously.

Cruise Committee Report—Luttjohann stated that Disney's Wonder has a planned stop in Avalon on March 31. He also mentioned the Seatrade event in Miami and that CITA attends as a member of Cruise the West. This event is important and to be seen there shows the industry leaders your destination is serious. FCCA is a global organization despite their name and this is another event. Luttjohann has only one of these in the travel budget.

Luttjohann revealed that Germany's Next Top Model had planned a shoot on the island but it has been delayed a few times due to various Covid issues. Snowfall recently completed filming and is already into edits. There are four fashion photo shoots in the works that are still photography.

#### **BOARD MEMBER UPDATES**

Fornasiero announced the Titanic exhibit has closed and a new exhibit of Norman Rockwell's work will be featured. This new exhibit will be his work of the 40s related to the war years. This will coincide with the 80<sup>th</sup> anniversary of Catalina Island's involvement in WWII. She also stated that plein-air paintings are on display that will be auctioned off at the end the month.

Bombard noted the Catalina Express schedule through Sept 5, 2022 is live for those planning summer travel. She also stated their numbers are strong for the upcoming President's weekend.

Kielpinski stated that Toyon Grill will open March 10 and that DC3 Grill has changed hands and their name. Gorelczenko asked if Conservancy Ball tickets were on sale and Kielpinski stated, yes.

#### **CORRESPONDENCE**

Luttjohann referenced the correspondence stating it is included in the packet.

#### **ADJOURNMENT**

There being no further business to come before the Board, Chair Kielpinski adjourned the meeting at 2:39 pm.