



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

**Thursday, January 17, 2019**

### **CALL TO ORDER**

The meeting was called to order at 9:05am by Chair Gail Fornasiere

**DIRECTORS PRESENT (14)** Fornasiere, Bovay, Ponce, Awalt-Howell, Stevenson, Hite, Hoefs, Paret, Noll, Foley, Sanchez, Kielpinski, Radde, Perico

### **DIRECTORS ABSENT (5)**

Wilson, Montano, Alkibay, Salinas, Hohenstein

### **STAFF PRESENT (6)**

Luttjohann, Miller, Warner, Johnson, Lincoln, Chavez

### **CONSENT ITEMS**

Approval of Minutes from November 2018

Motion for approval by Sanchez, second Ponce. Passed unanimously

Approval of Financials November 2018

Motion for approval by Howell-Awalt, second Bovay. Passed unanimously

### **DISCUSSION AND POSSIBLE ACTION**

Mering Carson Branding Update with Proposal

Miller offered a recap of the Annual Marketing Conference held at Terranea in November with 40 stakeholders attending. Mering Carson conducted an interactive workshop incorporating branding at that meeting. A final report with three brand options was submitted by Mering Carson in December. Miller together with Stevenson and Luttjohann, reviewed options they felt best suited the Catalina Island Chamber of Commerce & Visitors Bureau (CICC&VB). The Mering Carson proposal quotes \$32K plus travel expenses. They recommend research among consumers to obtain opinions and feedback and will perform comprehensive brand platform testing at a cost of \$20K. To present their findings to the Board will add travel and other costs associated in developing a report for all Board Members. They are able to present their findings to the Board on March 14 requiring a change of the monthly Board Meeting from March 28 to accommodate their schedule. Luttjohann stated funds are available in the budget for this proposal. Kielpinski asked if the cost could be higher generating a response from Luttjohann that the current travel budget has room to allow extra costs. Fornasiere requested a motion to approve the Mering Carson proposal with travel expenses. Motion for approval by Ponce, second Kielpinski. Passed unanimously. Fornasiere then asked for a show of hands of those unable to attend the Board meeting changed to March 14, only Hite and Kielpinski acknowledged they must be absent that day.

## New Chamber of Commerce Member

Application for new membership of Luxury Liners, Inc. was presented. Motion for approval by Paret, second Noll. Passed unanimously

## Council Update on TOT

Fornasiere reported on the recent City Council meeting stating Council Member Pam Albers opened a discussion for a change to the TOT. After Council discussion, Luttjohann approached the podium at City Hall to explain what the CICC&VB does for the community. A request was made for further discussion if the TOT is raised 2%. Luttjohann explained the next step was for the CICC&VB to convene a group of two Council Members and some local business owners to discuss options and possible changes to the TOT. Fornasiere expressed her appreciation to those that attended the meeting (or watched on TV) as a show of support.

## **CORRESPONDENCE**

Protest Letter re: Water Rates — Luttjohann stated he sent out a request for letters to be submitted voicing opinions on the proposed increase to water rates. The letter approved by the Executive Committee and mailed to the Water Division of the CPUC was included in the packet.

## **ADJOURNMENT**

There being no further business to come before the Board, Chair Fornasiere adjourned the meeting at 9:24 am