



MINUTES: Meeting of the Board of Directors

Thursday, January 21, 2021

CALL TO ORDER

The meeting was called to order at 1:02pm by Chair Nicole Hohenstein. Due to novel CoronaVirus known as COVID-19 this meeting was held via Zoom for all participants. Attendance and voting utilized roll call procedure.

DIRECTORS PRESENT (18)

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

DIRECTORS ABSENT (1)

Foley

STAFF PRESENT (4)

Luttjohann, Warner, Miller, Johnson

GUESTS (4)

Catrina Awalt, Cinde Cassidy, Karen Biery, Rachel McKinney

CONSENT ITEMS

Approval of Minutes from November 2020

Motion for approval Noll, second Bradley; passed unanimously.

Approval of New Chamber Member

Application for new membership by Golden Bay Surfwear was presented for Board approval. Motion for approval Ponce, second Hoefs; passed unanimously.

DISCUSSION AND POSSIBLE ACTION

Report of the Chair—Hohenstein reported on the Executive Committee Meeting in December with discussion on the CEO bonus. It was decided to not award a bonus and instead made a year-end adjustment to his salary. The committee agreed Luttjohann worked hard, marketing continued and additional tasks came into play. Kielpinski added the decision was unanimous among the committee members. Hohenstein announced a CIVITAS meeting next week for that advisory committee; Glass and Say will be added to the committee. Hohenstein was concerned about Board Members that will term out this year and asked they be notified so it does not come as a surprise. Luttjohann reminded that the nominating committee meets in February for this purpose. Ponce agreed that notification should be sent to those reaching the end of their term.

Report of the Chief Financial Officer—Noll advised that approximately \$100K was received which is essentially a gift from the government. Salinas expressed his thanks for the extension of PPP and grants. Luttjohann reviewed the previous budget and highlighted four lines that on paper amount to \$50K but is not cash. Noll presented three sets of financials for approval.

Motion for approval of the accountant corrected 2020-21 budget by Hohenstein, second Fornasiere; passed unanimously.

Motion for approval of the November 2020 financials by Salinas, second Bombard; passed unanimously.

Motion for approval of the December 2020 financials by Kielpinski, second Ponce; passed unanimously.

Report of the President—Luttjohann mentioned it is time for the annual review of the bylaws saying they should not require too many changes. Hohenstein asked for volunteers to serve with her on an ad hoc committee for this purpose. Bradley and Bombard volunteered. President's written report is on file.

Approval of Lynn Stevenson Contract—Dave Stevenson left the meeting during discussion and voting on this agenda item. Luttjohann advised that Lynn Stevenson took a voluntary reduction in pay to change her original contract when the effects of Covid19 were realized. Luttjohann noted she has not reduced the number of hours worked and that the proposed increase is still below the original contract. Salinas asked for the numbers and Luttjohann showed the screen of the page included in the packet. Fornasiere stated that Lynn Stevenson is on top of situations and feels that the increase is fair. Villalobos agrees with her work ethics and the increase. Salinas has no problem with the pricing and says it looks good. Bombard added that what Lynn Stevenson does for the cost is very reasonable. Motion for approval to increase contract payments to Lynn Stevenson by Ponce, second Fornasiere; passed with abstention by Dave Stevenson.

Report of Cruise Committee—Luttjohann gave the Cruise Ship report while waiting for Stevenson to return after exiting the meeting. Luttjohann has attended monthly FCCA Zoom meetings and some for Cruise the West. The delay of service continues to be extended; March cruise calls to Avalon have not been officially cancelled yet but Luttjohann expects that to change. San Pedro and Long Beach are being used during the Covid Pandemic by the CDC to board ships and evaluate their crew. Luttjohann suggested that when Disney makes their first call to Catalina Island there be a proclamation and plaque presented to the ship.

Report of Marketing Committee—Stevenson reported that he and Miller believe they will send a survey to participants of the Annual Marketing Conference. The virtual conference was held earlier today, some messages were duplicated but he feels that was okay. There were 79 participants and Miller agreed turnout was good. Villalobos liked the conference, believes thanks are due for the time it took to make it happen and also was impressed with the video recap of 2020. Hohenstein found the report on Zoom meetings interesting as it stated Zoom has brought participant numbers up.

EVENTS UPDATE

Shop Catalina—Luttjohann stated that planning of the Shop Catalina event fell to Warner due to the furlough of event staff. Warner said adjustments had to be made to accommodate mandates and protocols. The virtual treasure card is a feature that will most likely remain in following years as it made it easier for merchants to not physically stamp cards. Ponce added the Avalon Rotary Club hopes that next year their gingerbread contest will be bigger and better. Awalt enjoyed participating as a merchant, liked utilizing day-time hours and having Shop Catalina as a multi-day event.

Avalon Beautiful Lighting—Luttjohann enjoyed the holiday lighting provided by Avalon Beautiful, installed by the City of Avalon (COA) and funded by an anonymous donor. He would like to see the lighting program continue to expand as the reflection on the bay is lovely. He believes Catalina Island can become a destination for viewing holiday lighting and shopping. Awalt said Avalon Beautiful will meet soon with Dan Huncke from COA and welcomes additional members willing to participate. Luttjohann and Hohenstein both indicated an interest in joining Avalon Beautiful.

Triathlon RFP—Luttjohann noted that an RFP was posted and sent to qualified race event coordinators.

BOARD MEMBER UPDATES

Fornasiere announced the Catalina Island Museum will host their first virtual event of this year on Saturday, January 23 at 11am. This event 'You've Got Mail' explores mail carrier history of the island. She mentioned that the first letter was posted to Ipswich, MA and had to go around the horn as there was no Panama Canal; carrier pigeons were part of this history as well. Margarita Jackson will give a presentation on the current postal system.

Kielpinski reported about 30-40 Marines will return March to May for a road project. They will work on culverts, new curbing and gutters to manage erosion of some interior roads. Another upcoming project is installation of solar at the Airport-in-the-Sky. This will generate 200kw hours that will offset other Conservancy electrical use. There is a plan for Geolinks to improve internet connectivity to the interior of the island.

Villalobos believes Disney Cruises has cancelled their intended Catalina Island port call in March. He noted an increase in San Diego-area visitors looking to travel and received inquiries for potential bookings in February and March. Luttjohann reminded there was media exposure in the San Diego market. Say said she also noticed an increase in San Diego inquiries and when she asked most mentioned TikTok. Bombard reported some influencers with a TikTok presence recently traveled to the island on Catalina Express. Luttjohann mentioned there are many entries on TikTok when searching Catalina Island.

Glass declared that Hamilton Cove has been experiencing Verizon issues and wondered if others have had problems. Luttjohann confirmed there is an upcoming meeting with Verizon involving several levels of Verizon management. Verizon would like to place some extra towers and is aware newer phones don't perform well in our terrain (water, hills, etc.). There is a need for local on-ground network and underwater fiber connection. Demand continues to grow and microwave technology cannot handle it all. Verizon recognizes that the island problem is taking extra time.

Hohenstein reported on the Rotary trash pick-up event, February 13. The intention is to continue these the second Saturday of each month. She also updated the board on the renovation at Catalina Island Inn, stating Holiday Inn has owned it for two years now and believed it was time for updates. Demo began last week and renovations hope to be finished March 1. The old Vons location has been rented as storage while 26 of the rooms are remodeled.

Bombard stated the Catalina Express schedule was extended to April 4 to allow on-line bookings. After restrictions are lifted the intention is to add boats but currently there are two boats scheduled each day from Long Beach with none from San Pedro or Dana Point.

Villalobos announced that Discovery Channel will be filming on the island. A film flyover is scheduled for Monday but may be delayed if expected rain is received. He mentioned the Discovery Channel crew is very careful and is exceeding Covid mandates. The crew is excited to spend 10 days on the island.

Kennedy wondered if there would be an extension to outdoor dining and asked what was being done to allow this to continue. Radde said the lighting has been resolved and the fire department completed inspections giving no recommendations on heaters but looked to be certain they were not unstable.

Paret was asked to give an update on Covid vaccinations. He said Catalina Island Medical Center (CIMC) is working on obtaining more vaccine and will vaccinate following the tiers set down by government regulations. There is no intention to vaccinate non-residents unless they work on the island. Hohenstein thanked Paret and his staff. Ponce commented on the smooth process for the vaccination and said it was easy to register on the CIMC webpage, enter personal information then CIMC will contact each potential patient when it's their turn.

ADJOURNMENT

There being no further business to come before the Board, Chair Hohenstein adjourned the meeting at 2:18pm

CHAT FROM JANUARY 21 BOARD MEETING:

From Mesa Bradley to Everyone: 12:59 PM

Hi Cathy. I like your curls!

From Karen to Everyone: 01:00 PM

I agree on the curls! Hi all!

From Cathy Miller to Everyone: 01:02 PM

Thanks. The curls take a life but I guess worth it. Hahahaha

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Thanks. The curls take a life but I guess worth it. Hahahaha

From Thomas Salinas to Everyone: 01:04 PM

can I get the phone number

my mic is not working

or speakers

From Karen to Everyone: 01:39 PM

It was a very nice presentation.

From Mesa Bradley to Everyone: 01:40 PM

I think it was very well done and stayed on point.

From Catalina Museum to Everyone: 01:45 PM

At the museum we loved having it more during the day too!

From Michelle Warner to Everyone: 01:45 PM

Great, thanks for all of your feedback!

From Cinde MacGugan-Cassidy to Everyone: 01:48 PM

Chet's hardware liked the all day best! it was a great day

I would like to join the meeting please for Avalon Beautiful

From Mesa Bradley to Everyone: 01:48 PM

Liked having it spread out during the day and definitely liked not having to stamp cards.

Made it easier to spend time with the shoppers.

From Cinde MacGugan-Cassidy to Everyone: 01:54 PM

YAY Conservancy!!!! Great job and looking forward to this project.

From Karen to Everyone: 02:15 PM

Can you share with us if the hotel employees on considered to be in the next group?

Yes, doing a great job!

From Catalina Museum to Everyone: 02:15 PM

Kudos to CIMC for all you are doing!

From Mesa Bradley to Everyone: 02:18 PM

Thank you Jason and CIMC. Your service is greatly appreciated. We are lucky to have as many vaccines as we have.