



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

**Thursday, July 16, 2020**

### **CALL TO ORDER**

The meeting was called to order at 1:03pm by Chair Nicole Hohenstein. Due to novel CoronaVirus known as COVID-19 this meeting was held via conference call and Google Meet for all participants. Attendance and voting utilized roll call procedure.

### **DIRECTORS PRESENT (16)**

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

### **DIRECTORS ABSENT (3)**

Alkibay, Kennedy, Sanchez

### **STAFF PRESENT (4)**

Luttjohann, Miller, Warner, Johnson

### **GUESTS (4)**

Amanda Bombard, Lisa Lavelle, Karen Biery, Carl Johnson

### **INSTALLATION OF OFFICERS AND DIRECTORS**

Luttjohann announced the new slate of officers and directors. Fornasiere is remaining on the board but exiting the executive committee and she thanked the new executive committee. Lavelle had requested to not renew her term. She thanked the new board stating they are an amazing team and she will still be available to help when possible.

### **CONSENT ITEMS**

Approval of Minutes from July 2020

Motion for approval Ponce, second Fornasiere; passed unanimously.

Approval of New Member

Application for new membership by The Cove was presented to the Board for approval. Motion for approval Salinas, second Bradley; passed unanimously.

### **DISCUSSION AND POSSIBLE ACTION**

Report of the Chair—Hohenstein said the Executive Committee does not usually meet in July and August. She welcomes the incoming board and looks forward to working with them all. She reminds Board Members regular attendance is important asking please make the effort to attend.

Report of the Chief Financial Officer—Noll presented the June 2020 financials. Luttjohann commented that as the fiscal year ends with June, final adjustments will come later after completion of the annual audit.

Approval of Financials June 2020

Motion for approval by Ponce, second Salinas; passed unanimously.

Funding Update—Luttjohann noted the SBA is working on the second round of funding. He remains aware of updates and will apply when available. The City of Avalon funding is on hold until their finance department sets the budget for this fiscal year. The Mainstreet Program funds are not accessible yet.

Report of the President—Luttjohann submitted his written report and asked for questions. Some discussion on the outdoor dining now allowed on the sand due to current Covid-19 guidelines brought up the topic of timing on updates. Luttjohann feels the beach dining provides a service to visitors and keeps locals working. At 1:20 Hoefs joined the meeting. Radde stated it took a few hours for the City of Avalon (COA) to mobilize on the beach dining as they were surprised by the reinstatement of closing indoor dining. Board members Say and Salinas expressed concern over the timing of the closure announcement and it having a negative effect on visitors for the 4<sup>th</sup> of July weekend. Radde said Luttjohann did nothing wrong that day with the announcements of indoor dining closures. Luttjohann asserted that the closure announcement went ONLY to members and not to consumers. In keeping with Emergency Communications best practices and our draft guidelines, he had shared the update on closures to the membership while working with City and County officials to be sure of accuracy. Luttjohann asked for participation on the Emergency Communications committee as Sanchez was leaving the board and had been heading up that project. Salinas wished for assurance that Luttjohann would be part of those committee meetings. Luttjohann replied he attends all committee meetings; Salinas will join the committee.

Accept Request to Replace Board Member—Agnieszka Sanchez will be replaced with Amanda Bombard at the request of Catalina Express. Salinas motioned to accept Bombard as the replacement, second Hohenstein; passed unanimously. Hohenstein welcomed Bombard to the board. Luttjohann reminded Bombard at this point of the meeting she is now allowed to make a motion, vote, etc. as she is officially a board member.

Report of the Marketing Committee—Miller reported on the opening campaign which then moved to a social media sharing campaign. Villalobos and Alex donated their time to create a seven-week campaign that was shared with Love Catalina to utilize at no additional cost; thank you Ben & Alex! There were some good shares including the Dana Point Chamber of Commerce. Continuing she stated that the biggest visitor question is what is open. She recommends businesses and employees refer to LoveCatalina.com; updates there are done hourly by Love Catalina Island staff. The Roam Wild campaign is produced and ready to go when funds are available to place a paid media campaign. Miller completed the Visit California survey telling them yes, Catalina Island is ready to welcome visitors now. Eblasts are now offered twice a month. She announced that member ads with packages are experiencing a much higher click through rate. The mid-week promotion has 17 participants that offer guests the opportunity to pay for two nights and get the third for free. Fans on Instagram have increased from 2300 to 17K in two years. The co-op with the Catalina Express and Catalina Island Company partners is on hold as normal for this time of year. The co-op will start up again when Love Catalina has the budget to participate. TripAdvisor has been maintained to keep Catalina Island showing up on their search. The 2021 Visitor Guide will not be published saving members the cost of a new ad. The digital edition will have a cover change in 2021 but the rest of the guide will remain the same. Hohenstein reminded that Stevenson is on the call but Miller was reporting. Fornasiere asked if a 2020 ad could be changed in the 2021 digital edition. Miller said it depends on the lay out so she will look into it and contact Fornasiere with the response.

Report from Chat Conversation—Hohenstein asked about the internet/Broadband comment in the meeting chat conversation. Noll reported there was no money in budgets to make any updates at this time.

Report of the Film Liaison Committee—Luttjohann stated the Film Handbook is in the update process. The committee is scheduled to meet in September and he will share the handbook with the board when it is done. California State Film Commission will advise on best practices under Covid-19 conditions.

## **BOARD MEMBER UPDATES**

Foley announced US Bank is extending hours 9:30 to 4, Monday through Friday and a third teller will be added.

Say revealed there is a new sweet shop in the Metropole Marketplace. The business will join the Chamber of Commerce but could not get paperwork complete prior to this meeting.

Hoefs announced the M Restaurant is now open seven days a week from 5-9 for dinner.

Bombard said Catalina Express will not print their magazine in 2021. They have not been able to distribute onboard the boats to reduce touching due to Covid-19 and will continue to use the 2020 edition until 2022.

Fornasiere disclosed the Catalina Island Museum closed its gift shop today due to mandates for public safety in relation to Covid-19. A virtual Frida Kahlo event will be held on Zoom, July 25 at 11am. The museum is attempting to reinstate their outdoor movie events.

Kielpinski reported in the chat conversation the Catalina Island Conservancy Trailhead is reopening Toyon Grill on Saturday.

Luttjohann acknowledged that new board member Bombard is on the Film Liaison Committee.

## **ADJOURNMENT**

There being no further business to come before the Board, Chair Hohenstein adjourned the meeting at 1:55pm

### On-line Chat Utilized by Attendees via Google Meet:

Karen Biery

1:07 PM

Hi all

Cathy Miller

1:07 PM

welcome karen. hi

Gail Fornasiere

1:09 PM

Welcome new board members and officers!

Unknown

1:09 PM

You will be missed Lisa! Stay part of this great group!

Gail Fornasiere

1:36 PM

Welcome Amanda!!

Caleb Lins

1:36 PM

Welcome Amanda happy to have you with us!

Erin Eubank

1:36 PM

Thank you - and congrats Amanda!

Thomas Salinas

1:41 PM

Brice, any updates on broadband...

Mesa Bradley

1:41 PM

Lisa-Happy to see you are still staying apart of the meetings.

Thomas Salinas

1:41 PM

obviously the horrible call quality is reminding me ;-)

Karen Biery

1:44 PM

Good call on VG

Tim Kielpinski

1:49 PM

Toyon Grill at the Trailhead is opening back up Saturday - > outdoor dining

Gail Fornasiere

1:54 PM

Yay Toyon!

Mesa Bradley

1:55 PM

Gail- Why was store shut down?

Karen Biery

1:55 PM

Good job Nicole!

Gail Fornasiere

1:55 PM

Mesa - because we are a museum I guess!

Thanks Nicole