



MINUTES: Meeting of the Board of Directors

Thursday, June 20, 2019

CALL TO ORDER

The meeting was called to order at 1:04 pm by Chair Gail Fornasiere

DIRECTORS PRESENT (13) Fornasiere, Ponce, Howell-Awalt, Stevenson, Alkibay, Hoefs, Lavelle, Sanchez, Montano, Kielpinski, Hohenstein, Perico, Radde

DIRECTORS ABSENT (6)

Hite, Paret, Salinas, Noll, Foley, Wilson,

STAFF PRESENT (3)

Luttjohann, Warner, DeMyer

GUESTS (3)

Madeleine Gere, Cinde Cassidy, Karen Gee-McAuley

CONSENT ITEMS

Approval of Minutes from May 2019

Motion for approval Sanchez, second Ponce. Passed with abstention by Hohenstein

REPORT OF THE CHAIR

Fornasiere reported the Catalina Island Chamber of Commerce & Visitors Bureau (CICC&VB) membership and dues committee met June 5. Rates were reviewed in addition to levels, options to bring in new members, bundling marketing opportunities; tiered was not recommended at this time. The committee will meet again and wishes to form a regular membership committee. Reserve policy meeting was held June 13. Currently \$74K is in the fund, it was borrowed against for the Visitor Center remodel and that is being paid back, but no new funds have been added. Reserve funds will not come from TOT and the group will continue to work on a more formal policy. The emergency communications planning group met previously and will gather June 27, 11:30am at Toyon Grill. Fornasiere announced this is her last meeting as chair as Ponce takes the seat in July.

REPORT OF THE CHIEF FINANCIAL OFFICER

Howell-Awalt presented the May 2019 financials for approval and asked if all had reviewed the report. Motion for approval by Ponce, second Hohenstein. Passed unanimously. Discussion on the tentative City of Avalon TOT forecast with a

1.7% increase which is closer to 2% due to the growth over this year's budget. The first quarter of 2019 hotels reported decreased overnight stays and Catalina Express was down 9%.

AVALON PARENT & COMMUNITY ADVOCATES CONSORTIUM

Cassidy gave an update on this group of 70 parents and concerned citizens. She revealed this year is reported to be worse than the previous and more parents are looking at the possibility of home schooling. The group sent a six-page letter to Jon Meyer and has emailed Chris Steinhauser several times in the past year without response. This group is open to all and Cassidy will email a copy of the letter if a request is sent to APCAC2019@gmail.com. The group will attempt to meet with Steinhauser on July 9. Issues are mainly about safety, administration and student behavior. Cassidy made a request for this to be an agenda item at the CICC&VB August meeting to present further information.

PRESIDENT'S REPORT

Luttjohann submitted his written report which is included in the May board packet. He mentioned there was a meeting of Care for Catalina and Avalon Beautiful, but there was no quorum for Avalon Beautiful. Caroline Beteta, CEO with Visit CA, is bringing family members to the island July 9 and staying at Hamilton Cove.

BUSINESS AND COMMUNITY SENTIMENT SURVEY

Luttjohann announced that the survey is live and has been on-line for a week. It is highlighted in the Thursday Update, eBlast and a box-holder mailing. He will request it be added to the Vons screen and Channel 3. He will check to see if written surveys can be done and added. He also noted the survey can only be accepted from an IP address once; mobile devices can be used to complete the questionnaire.

REPORT OF THE CRUISE COMMITTEE

Luttjohann stated the Cruise Committee met earlier in the day and reported cruise counts are down due to poor weather causing Carnival to cancel some of their stops in Avalon.

MEMBER & VISITOR SERVICES REPORT

Membership renewals were mailed the first week of June and payments have been coming in.

EVENTS REPORT

July 4th—Mailing was sent to mooring owners to solicit donations but the plea to property and business owners was two weeks behind normal schedule due to email server issues. Sponsorships are still available and another eBlast will present those details. Carnival has not officially decided if they will arrive for the fireworks.

Annual Meeting—Details and invite to the 70th Annual Meeting & Installation of Officers and Directors dinner are in the Thursday Update. The event is July 18 at DC3 Grill and board members are urged to sign up.

Concert Series—Upcoming concerts include the return of three popular bands with the addition of two local bands.

New Year's Eve Gala—DeMyer stated the contract has been signed and on-line sales should begin within next few weeks for this annual event held in the Casino Ballroom. She announced there will be opportunities to be a champagne sponsor.

Care for Catalina Community Clean-up Day—DeMyer reported the event is planned for the Fall with no date set at this time.

Mixers& Fixers—The June Mixer at the Conservancy’s Trailhead building had good attendance. DeMyer reminded all to sign up for the July annual meeting and that Mixers are booked for September (Art Association) and October (El Galleon) with November still open. The upcoming Fixers include ServSafe on September 12 and alcohol training is planned for October. There is a China Ready program to better welcome international visitors in the planning stages.

BOARD MEMBER REPORTS

Lavelle said the Catalina Coffee & Cookie Company is using code testing for 20% discount; this excludes the \$1 coffee and refills.

Hoefs announced Catalina Tile & Pottery Company will be opening in their new location in the old Security Pacific Bank building on Saturday.

Fornasiere said tomorrow the Museum will show ‘Bird of Paradise’ a 1932 classic film. This is limited to 24 people with doors opening at 6pm. Snacks and drinks will be available. Movies at the museum will begin next week and attendees can BYOB. On Thursdays, the museum is now open until 9pm; serving drinks 6-9.

Perico mentioned the Cyclone will run on July 5 to view fireworks at Two Harbors.

Sanchez stated that Catalina Express is focusing on LGBT groups. Karen Gee-McAuley with Relavance PR, the agency working with Catalina Express, passed her business cards around (she did not sign the guest roster so is not included on that sheet).

Luttjohann revealed that Rich DeMuro, the KTLA channel 5 tech reporter, is planning to visit the island due to the Apple macOS Catalina.

BUSINESS OF THE YEAR AND WAYNE & SUSIE GRIFFIN AWARD NOMINATIONS

Luttjohann requested nominations be submitted by July 5 for these awards recognized at the annual meeting. The Harvey Cowell Business of the Year Award is for a business that made a positive impact in the community. He reminded the Board that the Wayne & Susie Griffin award is for outstanding community service.

2019-20 SCHEDULE OF MEETINGS

The schedule was reviewed and one date was changed as the September 19 meeting was listed as 18.

CORRESPONDENCE

The CICC&VB sent a letter of support for the Avalon Diving History Exhibit’s application requesting loan of an ADS Suit. A letter received from Hollis Moyses stated his pleasure in finding a CICC&VB Visitor Guide at his doctor’s office. In 1962 he began working for the Catalina Island Company (then SCICo) transferring to Wrigley Gum Company, Chicago in 1975.

The 2019 Visitor Guide is tracking much higher than the previous year. Production will move up to December 2019 for the 2020 Visitor Guide. The possibility of a mailing to boaters and yacht clubs including a letter from CICC&VB and the Harbor Department was discussed.

ADJOURNMENT

There being no further business to come before the Board, Chair Fornasiere adjourned the meeting at 2:48pm