



MINUTES: Meeting of the Board of Directors

Thursday, June 18, 2020

CALL TO ORDER

The meeting was called to order at 1:03pm by Chair Michael Ponce. 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 (15)

Ponce, Hohenstein, Noll, Stevenson, Fornasiere, Alkibay, Glass, Hoefs, Paret, Say, Bradley, Lavelle, Salinas, Radde, Kielpinski

DIRECTORS ABSENT (4)

Villalobos, Foley, Sanchez, Perico

STAFF PRESENT (4)

Luttjohann, Miller, Warner, Johnson

GUESTS (2)

Amanda Bombard, Carol Elliott (both representing Catalina Express)

CONSENT ITEMS

Approval of Minutes from May 2020

Motion for approval Noll, second Hohenstein; passed unanimously.

Approval of New Chamber Member

Application for new membership by Catalina Dream Vacations was presented to the Board for approval. Motion for approval Hohenstein, second Bradley; passed unanimously.

DISCUSSION AND POSSIBLE ACTION

Report of the Chair—Ponce stated the Executive Committee met to discuss the SBA loan which was approved and papers were signed.

Report of the Chief Financial Officer—Bryce Noll presented the May 2020 financials stating the requested cuts report is included in the packet.

Approval of Financials May 2020

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

Funding Update—Luttjohann noted the SBA loan was approved for \$150k with a possibility of applying for more. He was advised that even though the cap is \$2mil, \$150k is the current maximum approved. Funding was partially determined by what is shown in the cuts report. There are funds available from block grant and EDA but it is unknown if the EDA application should be submitted in conjunction with the City of Avalon (COA). Radde stated that no clarification has been received if separate applications can be submitted or if funding is determined by zip code. Luttjohann confirmed June TOT from COA was \$16k and reported July payment will be \$30k and after that date TOT funding will be reassessed to which Radde agreed.

Report of the President—Luttjohann highlighted parts of his written report and asked for questions. Some discussion on businesses that would not be reopening mentioned High Tide Traders, Del Sol, a T-shirt shop on

Sumner next to Lloyds, and two businesses that Hoefs consolidated into one location. Hoefs announced The Cove restaurant was no longer his business as he would be busy opening a full-time restaurant at The M.

Report of the Nominating Committee—Hohenstein motioned to accept the Board Slate as listed in Board packet, second Glass. Luttjohann mentioned that he was approached by a member at large about Stevenson remaining as Marketing Chair. He also announced no changes to the Slate were received via mail or email prior to the meeting.

Vote was taken via roll call, unanimous.

A concern on the Nominating Committee process was addressed. Say stated the CEO is not allowed to make recommendations and wanted to be certain that is not violated. Fornasiere noted Luttjohann keeps a list of members expressing an interest to serve but it is not a recommendation. Luttjohann said he sits in on those meetings but only as a secretary to keep records. Say reminded that last year there was participation but wanted to be certain it would not happen again.

Annual Meeting and Installation of Officer & Directors—Luttjohann requested feedback on this annual event as the normal dinner would be a gathering of too many people according to COVID-19 guidelines. Hohenstein suggested a regular meeting be scheduled instead, held via teleconference due to current circumstances. Luttjohann will change that event to a regular Board Meeting at 1pm, July 16.

Report of the Marketing Committee—Stevenson was happy to announce the brand launch of Love Catalina Island on June 10. He further stated the committee has been working on branding for over three years. He revealed that web traffic has increased and on brand launch day, June 10, there was a spike higher than last year on same date! Continuing he reporting Visit California will be on the island next month and it is nice to receive their support. Beverly Hills has become Love Beverly Hills and he is curious who was first to change. Miller participated in a webinar by Discover LA and stated they are marketing to locals for staycations, pushing outdoor events, and they also launched a Love LA campaign. Luttjohann said the LA County subcommittee meetings have included some discussion on the possibility of approving events of 100 people or less with safety recommendations in place.

Report of the Membership Committee—Luttjohann asked if there were further ideas beyond the ones listed in the Board packet for membership renewal. There was no discussion so he feels safe to move forward with the written changes advised by the committee.

Report of the Cruise Committee—Luttjohann said the meeting earlier today was short as things are quiet with most west coast ports not opening to cruise ships until fall. The cruise industry is looking at shorter trips and the possibility of an international port being only a 'touch point' where passengers don't disembark. Lavelle mentioned today Governor Newsom announced a state-wide requirement of wearing of masks in public. This could prove helpful for Catalina Island as visitors can be informed it is a state mandate.

BOARD MEMBER UPDATES

Fornasiere announced the Catalina Island Museum is fundraising to benefit Frida for Free days for Avalon residents; the exhibit on Frida Kahlo opens June 20. Financial support is appreciated but she asked for help spreading the word in order to reach their \$23k goal. She also described the museum's new Japanese fish print exhibit.

Kielpinski reported the Catalina Island Conservancy is opening Toyon Grill this weekend and that DC3 Grill opened Wednesday. He also stated the Botanic Garden is open but the Nature Center must wait.

Lavelle said the Catalina Coffee & Cookie Co is open at 6am. She disclosed the last 2-4 days their business has been as good as the previous year. Catalina Tours is making bookings and some are for September and October.

Stevenson proclaimed a surge in hotel bookings for the Catalina Island Company properties.

Catalina Express visitors said a call surge required additional aid in answering calls. It was also noted the current boat schedule is through September 7 so passengers can book summer travel up through Labor Day weekend.

Hohenstein stated the Catalina Island Inn opened last weekend with good bookings, some last minute. She mentioned July weekends are almost sold out.

Warner asked for attendees to check their email for July 4th updates; COA announced a schedule of events and Love Catalina emailed it today.

Glass provided information on a palm tree virus currently killing trees. He warned tree trimming can spread the virus; the chain saw must be cleaned between trees or more of the palms will be lost.

Luttjohann requested the Board look over the future meeting schedule. He asked for any required changes reminding all that Avalon Schools graduation is June 17, 2021 and the conflict means moving the Board meeting to June 10. He said the September marketing meeting will be removed with a Film Committee meeting added in its place.

ADJOURNMENT

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

On-line Chat Utilized by Attendees via Google Meet:

Cathy Miller

1:09 PM

lavent is in and thomas

Gail Fornasiere

1:10 PM

Gail is here too!

Gail Fornasiere

1:22 PM

Yay Steve!!

Lisa Lavelle lost her internet connection

Gail Fornasiere

1:28 PM

Lisa Lavelle is having internet issues and is voting yes on the slate

Gail Fornasiere

1:40 PM

We are trendsetters!!