



MINUTES: Meeting of the Board of Directors

Thursday, June 10, 2021

CALL TO ORDER

The meeting was called to order at 1:04pm by Chair Nicole Hohenstein. This meeting was held in-person at the Holiday Inn Resort and also via Zoom. Attendance and voting utilized roll call procedure.

DIRECTORS PRESENT (18)

Hohenstein (in-person), Kielpinski (in-person), Noll, Ponce, Stevenson, Alkibay, Bombard, Bradley, Foley, Fornasiere, Glass, Kennedy, Paret, Radde, Salinas, Say (in-person), Perico, Villalobos

DIRECTORS ABSENT (1)

Hoefs

STAFF PRESENT (4)

Luttjohann, Miller, Warner, DeMyer (all in-person)

GUESTS (5)

Lisa Lavelle, Jeff Coffee, Lynn Goss Stevenson (in-person), Cinde Cassidy, Karen Biery, Tyler Wilson (in-person: a/v)

CONSENT ITEMS

Approval of Minutes from May 2021

Motion for approval Salinas, second Bradley; passed unanimously.

Approval of New Member

Hohenstein presented a new membership application for Catalina Falconry to the Board. Motion for approval Ponce, second Fornasiere; passed unanimously.

Hohenstein presented new member application for Fishin' Fanatics was a late addition added to the packet this morning. Motion for approval Salinas, second Ponce; passed unanimously.

DISCUSSION AND POSSIBLE ACTION

Report of the Chair—Hohenstein thanked the board of directors for helping her reach one of her goals as chairperson: increased board meeting attendance. Members have done a great job of attending the meetings, reporting their absences and garnering excused absences. She mentioned this was her final meeting (with the exception of the Annual Meeting) as chair.

Board members thanked Hohenstein for her service and strong board leadership.

Hohenstein reported that on May 27, 2021 CIVITAS submitted to the City of Avalon's City Manager and Attorney the Management District Plan, a revised timeline and the draft petition documents; awaiting response. The FAQ's about the TBID section of LoveCatalina.com/tbid website have been updated. Emails have been sent to those we have addresses summarizing the input from the series of TBID meetings held in May. Responses to individual vacation rental homeowners addressing questions posed during meetings have also been sent. We have requested options from the City of Avalon regarding mailing addresses and/or mailing on our behalf and expense petitions to all TOT collecting entities including STR's and are awaiting responses. We are in a holding pattern on TBID progress until we receive the requested information.

Radde said it will take a bit of time to formulate a response to CIVITAS. Salinas questioned what happens if the City quits funding Love Catalina. Luttjohann submitted that for this action to occur, it would need to go to the voters to vote for funding to cease. Ponce noted that there have been no discussions of this nature to date in City meetings. There was discussion and speculation by the board as to what such a defunding process would look like and what it would mean to the Love Catalina organization. Luttjohann noted again in this meeting that TBID is entirely separate funding from TOT and TBID funds would be managed by a separate committee under the Love Catalina organization's operating umbrella. There was further discussion regarding the difference between TBID marketing and representation vs. that from the TOT funding.

Report of the Chief Financial Officer—Noll brought attention to the loss showing on this month's financial report and noted that the loss showing does not include SBA's PPP funds. If these funds were reflected in the budget, we would be at about a break-even point financially.

Motion for approval of the May 2021 financials by Kennedy, second Villalobos; passed—17 yes, one abstention.

Report of the President—Luttjohann informed the group that during a water consortium meeting on May 27, a judge said Edison should explore other options for rate recovery. Luttjohann submitted his written report which is on file and asked BOD to reference the Island Connectivity report near the bottom.

Report of the Marketing Committee—Stevenson reported that since the rates were integrated on the lodging member listings in April, click throughs from the "the places to stay" section on the Love Catalina website to individual lodging properties have doubled over those in 2019 (increase 10K). Website traffic is up 14% in May 2021 over May 2019. Stevenson also reported that 19 individual videos were made of the participating restaurants for Avalon Restaurant Week ending today. These were posted on all of the Love Catalina social media channels including Tik Tok.

Last week a travel writer was hosted researching a story for what's new on Catalina Island that will run in the LA Times. The KLOS radio promotion ended May 31 and a winner was selected. The prize package for fall redemption was sent to Tracey Muleady in Rowland Heights. Thank you to all the participating members. Total contest entries: 6,022 (typical promotional entries are in the hundreds so way over performed). Love Catalina's Kargo mobile advertising campaign continues running through the end of June.

Report of the Cruise Committee—Luttjohann stated Dave Creigh provided the committee with an update on the cruise industry noting that it is ever changing, fluid and transactional. He noted that Disney has cancelled all of the 2021 sailings. Lavelle suggested prepping the community prior to cruise ships returning to the island, for example highlighting their return dates well ahead of schedule in Love Catalina's weekly newsletter, the Thursday Update.

EVENTS UPDATE

Mixers & Fixers—DeMyer reminded tonight's Mixer is at the Catalina Island Inn and Hermosa Hotel from 6-8pm. Food is being catered by The Cove Bar and Grill. This is the first in-person mixer in over a year. September's host is Catalina Art Association with Cafe Metropole. October's host is Chet's Hardware and November's host is Catalina Island Golf Cart Rentals. She is currently looking for 2022 hosts. COA Fire Department will host October 2022. The September Fixer is with the web provider, SimpleView presenting on the new Audio Eye ability integration into the Love Catalina website and discuss how member's access and use this technology on their sites; scheduled for the third week in September with details to follow. Book Direct Fixer is possibly slated for the first quarter of 2022.

Annual Meeting & Installation Dinner—Will be held on July 22 from 6-9pm at The Cove Bar & Grill at the Holiday Inn Resort. Invitation and registration information will be in next week's Thursday Update.

Concert Series—Xceptional Music has three concert dates set and each concert will have three raffle packages per concert. DeMyer asked if a business would like to donate, please contact Janet@lovecatalina.com. July 31

features Back to the Garden - a Woodstock Tribute; September 4, Mick Adams & The Stones; and October 9 is Abba which coincides with the marathon.

New Year's Eve—DeMyer announced plans are proceeding. She just received the contract proposal from the Catalina Island Company which will be reviewed.

Avalon Restaurant Week—DeMyer said that 18 participating restaurants offered specials for this annual event which ends today. Participants post dine-out photos on social media to be entered to win a contest and receive \$100 Love Catalina Island gift certificate.

Catalina Pride—DeMyer said the Pride Walk is scheduled for Saturday, June 12 at 1pm beginning at Wrigley Stage and move to Casino Point. Catalina Pride T-shirts can be ordered via a link available in the Thursday Update. The Pride Burgee flags are available for purchase at the Visitor Center. The Casino will be lit in rainbow colors June 11-14 in recognition of Pride month and the LGBTQ+ community.

July 4th Celebrations—DeMyer stated the COA is organizing a Golf Cart Parade for 1pm that will go through "the flats" of Avalon. A home and business decorating contest is also planned. Live music will play throughout the day on Wrigley Stage and the fireworks show is at 9pm.

BOARD MEMBER UPDATES

Hohenstein thanked Tyler Wilson, GM of the Catalina Island Inn for setting up the a/v and technology for combining the first in-person and Zoom Board meeting. She noted that Tyler is available to continue to provide this technology throughout the remainder of this year if the desire is to keep meeting attendance high by providing both meeting connectivity options.

Fornasiere noted the Catalina Island Museum in-person events continue with the hope of June 15 being the opening of the digital theatre. July 2 the First Friday Film series begins with the showing of Ferris Bueller's Day Off. June 19 is the relaunching of the Titanic exhibit. There is a lot happening and Fornasiere stated that a search firm has been hired to find a new Executive Director for the museum.

Kielpinski said that Stage Road reopened today and asked that drivers be gentle on the road for a week or so.

Villalobos announced a new IEX product launch of the heli-hiking and picnic from Orange County, Long Beach and Santa Monica. They are working with Cafe Metropole for their picnic food options.

Paret updated the group about the new location for physical therapy. These services are now available in the Shops at Atwater building where Chet's Hardware was formerly located. Also a reminder that tickets went on sale today for the Catalinaville event. Sponsorship has been strong and there is a lot of excitement.

Salinas asked for a timeline regarding the TBID and CIVITAS plan. Hohenstein said that until feedback is received from COA, it's premature to report a timeline.

FUTURE AGENDA ITEM

Salinas asked for a meeting with local law enforcement to discuss the rise in intoxicated drivers going unenforced.

CORRESPONDENCE

Luttjohann suggested the problem of Deer Feeding be addressed. Discussion ensued and a suggestion was made to possibly add this to the "Care for Catalina" campaign.

ADJOURNMENT

There being no further business to come before the Board, Chair Hohenstein adjourned the meeting at 2:04 pm.

ZOOM CHAT FROM JUNE 10 BOARD MEETING:

From Roberto Perico: (Direct Message) 01:13 PM I just joined the meeting. I am sorry I was late

From Mesa Bradley to Everyone: 01:15 PM we all pay dues

From Catalina Museum: (Direct Message) 01:42 PM Is Carnival planning to replace both of the ships used on Mondays and Tuesdays and would they still be on the same days? Also, what day is the Royal Caribbean planning to come - Wednesdays?

From Thomas to Everyone: 01:46 PM hi guys. can I get a copy of the new revised timeline for TBID and also the civitas service plan? i didn't see that distributed to us Mesa, do you have it?

From Mesa Bradley to Everyone: 01:47 PM Thomas~I do not have it.

From Cinde MacGugan-Cassidy to Everyone: 01:47 PM I love the hybrid option personally! THANK YOU Nicole

From Catalina Museum to Everyone: 01:51 PM Ben - That sounds awesome!!

From thomas to Everyone: 01:52 PM I think Nicole referenced the timeline and plan that was sent out... did i understand that wrong?

From Bryce to Everyone: 01:53 PM Yes she said we were just waiting on city approval for the final service plan

From Thomas to Everyone: 01:55 PM Bryce is that document private? can at least board members see it?

From Thomas to Everyone: 02:04 PM okay, i still would like to see it. see you next month