



MINUTES: Meeting of the Board of Directors

Thursday, June 16, 2022

CALL TO ORDER

The meeting was called to order at 1:02pm by Chair Tim Kielpinski. This meeting was held in the Founders Room of US Bank and via Zoom.

DIRECTORS PRESENT (16)

Kielpinski, Hohenstein, Stevenson, Noll, Villalobos, Alkibay, Bombard, Bradley, Flathers, Foley, Fornasiere, Glass, Gorelczenko, Maistros, Paret, Ponce

DIRECTORS ABSENT (3)

Hoefs, Perico, Teng

STAFF PRESENT (5)

Luttjohann, Miller, Warner, Johnson, DeMyer

GUESTS (1)

Tyler Wilson

CONSENT ITEMS

Approval of Minutes from May 19, 2022

Motion for approval Hohenstein, second Ponce; passed unanimously

Presentation and Approval of Financials May 2022

Villalobos highlighted items on the written report: the now processed map expense, delayed since January due to paper supply issues; catch-up of repayment to reserve fund; and the New Year's Eve Gala funds.

Motion for approval Glass, second Fornasiere; roll call vote passed with all ayes.

REPORT OF THE CHAIR

Chair Comment—Kielpinski thanked Board Members for keeping up with their attendance this fiscal year as Hohenstein encouraged during her term as chair.

Nominations on Slate—Kielpinski reported the slate has not been contested and will stand as presented.

Excused Absence for Dave Stevenson (May meeting)—Stevenson was absent from the May meeting as he was conducting a site tour. Kielpinski stated that a vote is needed to excuse his absence.

Motion to approve as excused by Ponce, second Hohenstein. Passed with abstention by Stevenson

Set Ad hoc Finance Committee Meeting—Kielpinski listed the current executive committee members and stated they are on this Finance Committee. There being no additional volunteers, the committee stands as presented.

Stakeholder Survey Results Presentation Date—Kielpinski would like the results presented as there is much valuable information that could benefit the community; results can be emailed. Fornasiere asked if much was learned from the survey. Kielpinski said there was overwhelming support for tourism and as expected the number one problem

mentioned was housing followed by education and medical care. Luttjohann added issues with difficult consumers is also a mentioned concern.

Bradley and Paret entered the meeting at 1:14.

CRUISE COMMITTEE UPDATE

FCCA Meetings—Luttjohann attended the FCCA in Puerto Rico. He received push back from cruise lines on the new hospital fees. He had meetings with each cruise line and met with new staff members as some employees did not return after the Covid shut-down. He is pleased that often those meetings were with employees higher up the chain. Carnival makes the most calls to Avalon and at a later time Dave Creigh and Luttjohann will meet with them. Some of the new Covid protocols were explained like saving a bank of cabins to confine guests in a certain area after testing positive while on a cruise.

Office Lease Progress—Luttjohann has been in negotiations with a broker representing US Bank and they agreed on terms. The new lease will keep the two enclosed offices used by Luttjohann and Miller along with the landing desk reducing the space by 50% and lowering the monthly cost respectively. The lease is not signed as Luttjohann wishes to review first. Hohenstein mentioned the mold situation and wished to be certain staff is ok with the decision. Luttjohann addressed his multiple requests to clean the duct system stating he will continue to ask. He is pleased with this outcome.

REPORT OF THE PRESIDENT

Luttjohann reviewed his written report addressing overnight room revenue that he expected to be higher. He believes the possible increase in wages offset the higher room rates; he reminded the green print is worse for Catalina Island and he will ask if the green and red can be switched. Luttjohann added comments on the drought declaration and offers to work with Edison to encourage saving water. Hohenstein stated housekeeping staff at most hotels clean rooms daily but do not change sheets or towels to conserve; restaurants continue to serve bottled water as a way to save.

DISCUSSION AND POSSIBLE ACTION

Crisis Communications Report—Luttjohann said this meeting was held earlier today and changes will be brought back for final review.

Visitor and Member Services Report—Hohenstein reported the member Lokket has been dropped. Their initial dues payment covered an odd period so they remained members to cover that time. An invoice for the balance of this fiscal year remains unpaid and the company stated an intent to not renew for the 2022-23 year.

Hohenstein presented a new membership application for The Avalon Theatre, LLC which was brought to the Visitor Center yesterday and therefore is not included in the packet. A discussion ensued on the new theatre operations with Fornasiere supplying schedule of days and Hohenstein some pricing. The Catalina Museum for Art & History (Museum) is assisting with the pre-show that will last an hour prior to each movie screening. Kielpinski read the application as it is not included in the packet and then asked for further discussion and a motion for approval.

Approval of New Member The Avalon Theatre, LLC

Motion for approval Hohenstein, second Noll; passed unanimously.

Marketing Report—Stevenson acknowledged June is reaping the benefits of the spring campaign which wrapped up May 31. He announced the 2022 Visitors Map is available at the Visitor Center and the website redesign is in production. Miller added the annual meeting report is a work in progress and today the What's New press release will go out to media.

Events Report—DeMyer reported that 16 restaurants participated in the Taste Around Avalon with 260 vote cards turned in. The winners placing as the top three of each category were awarded a certificate and those in the number one spot also received \$100. The first of three Xceptional concerts is Venice on June 25 followed by The Highway Men and then an Abba tribute. Hohenstein announced the beer garden will be worked by Rotary and CITA and the proceeds will be split. The Mixer tonight has 30 signed up and is at the Museum; walk-ups are encouraged. Details will be announced soon on an Alcoholic Beverage Fixer requested by businesses in need of the training for employees. Flyers are available for the Catalina Pride Celebration on June 18 with roller skate rentals, a march and more. Funding for the July 4th fireworks has raised \$17.5K with a need for much more. The Annual Installation of Officers and Directors is at the

Airport-in-the-Sky restaurant on July 21. Some transport will be provided but DeMyer is asking those that own a vehicle to possibly use it. Kielpinski would like to be kept informed on transportation as the Catalina Conservancy might be able to help. Noll offered congratulations to DeMyer on raising the Taste participation from one to 16 in the final two weeks before the event. Hohenstein wondered if there was a reason for the late sign-ups and commented the tastes were not bite-size so after six places she was full. DeMyer declared the restaurants were thrilled with the attendance. Warner mentioned comments left on the voting cards and said many inquired on the date for next year so they can plan to participate as more visitors than locals attended this year.

Dues Increase at 5%—Hohenstein relayed that renewal notices will be emailed once the 5% increase is updated in the CRM. There was discussion on value of membership and the minimal increase.

BOARD MEMBER UPDATES

Fornasiere invited all to the Mixer tonight at the Museum saying all galleries will be open with Johnny Sampson in the Rockwell exhibit and it is a good opportunity to meet Sheila. Beer, wine and appetizers will be served. 1st Friday event for July will be a backyard barbecue theme with Los Islenos providing music.

Bombard noticed last week that travelers on Catalina Express were paying an extra 50cent tax on round trip transportation. They are attempting to refund for over-collecting and are reaching out to partners to help them with the refund process. She said the actual island wharfage fee is \$6.50 for a round trip but \$3 each direction was collected in some instances.

Glass informed that the Hamilton Cove Homeowners Association has a new rule allowing no extra guests to visit units. Residents are not happy with noise levels when guests are invited for entertaining and this also includes hairdressers prepping wedding participants. He mentioned that eBikes are now banned as they were operating in an unsafe manner. Fornasiere asked for clarification if this includes homeowners and if the clubhouse can still be reserved as space for events. Glass said it applies to rental properties only. Ponce stated The Seacrest has a few vacation rental properties and this is an issue with them as well when a four-person unit has eight people show up. Glass said the neighbors do not want to put up with this any longer and new rules were instated. For hair and make-up, a salon in town can be utilized. Luttjohann asked about drone enforcement at Hamilton Cove. Glass confirmed fines are in place for operating a drone and when any other rules are broken. The owners wanted consequences for bad behavior.

Villalobos is launching the Catalina Comedy Island event with tickets going on sale today. This is an event over the September 9 weekend. There will be two shows on Friday and two shows on Saturday with Dave Attell, Dana Carvey and Michelle Wolf. Bombard requested a press release to share with their employees enabling them to pass along the information to customers.

Kielpinski announced the Airport-in-the-Sky Restaurant will have the popular evening BBQs this weekend on Friday and Sunday for Father's Day.

Luttjohann mentioned a typo in the meeting schedule attached to the agenda. The Sept 15 date should read September 22.

ADJOURNMENT

There being no further business to come before the Board, Chair Kielpinski adjourned the meeting at 1:56pm.