



MINUTES: Meeting of the Board of Directors

Thursday, June 28, 2018

CALL TO ORDER

The meeting was called to order at 1:00pm by Chair Julie Bovay

DIRECTORS PRESENT (17)

Bovay, Fornasiere, Wilson, Howell, Stevenson, Hite, Hoefs, Salinas, Paret, Noll, Ponce, Kielpinski, Perico, Foley, Puchala, Montano, Alkibay

DIRECTORS ABSENT (2)

Radde, Costello

STAFF PRESENT (4)

Luttjohann, Miller, Warner, Lincoln

GUESTS (3)

Cinde MacGugan-Cassidy, Dan Huncke, Nicole Hohenstein

PRESENTATIONS

Martin Insurance, Captives 101. Scheduled to present to the Board of Directors but were a no-show.

CONSENT CALENDAR

Approval of Minutes from May 2018

Motion for approval by Hoefs, second Stevenson. Passed unanimously.

Approval of Financials May 2018

Motion for approval by Noll, second Ponce. Passed unanimously.

REPORT FROM THE CHAIR

Bovay reported on a meeting to discuss the fiduciary responsibilities of the Catalina Island Chamber of Commerce & Visitors Bureau (CICC&VB) relating to a conflict of interest was to occur at the executive committee level. However, due to illness, Creigh was unable to attend a scheduled meeting. This presents Bovay with the opportunity during the next executive committee meeting to broaden this fiduciary discussion to include further board responsibilities and expectations of its members.

ACTION ITEMS

Approval of Contracts/Proposals

- Lynn Stevenson submitted a proposal to perform contracting work through the new site transition from the current company, Searle, to Simpleview. The proposal also includes the development and operation of an all-encompassing social media plan for the CICC&VB and will include a new effort targeting the group and meeting markets. Also, the monthly contract for SEO will be transferred from Searle to this contractor at no additional expense. Lynn's previous employment includes positions at Simpleview, another Chamber & Visitors Bureau, property management companies and most recently the Catalina Island Company (CIC). Lynn recently left the CIC on good terms and is held in high regard through a reference check by Luttjohann. Lynn's CIC experience adds recent island experience and knowledge to her portfolio. Montano inquired as to whether or not this contract adds unnecessary or duplicative costs to the

website project. Luttjohann answered that the executive committee had directed him assure the organization is properly staffed. Indeed the contractor's responsibilities will cover areas not currently staffed adequately as well as provide expertise for web transition not currently employed within the organization. Alkibay commented on the cost effectiveness and efficiency of this option adding it seemed to be a bargain.

Motion for approval by Ponce, second by Perico

Stevenson abstained from voting and excused himself from the meeting during discussion.

Passed, abstention Stevenson, no oppositions

- The City's new On the Wing Falconry contract was discussed. It was agreed the contract is a good deal for the City and its financial partners. Howell questioned if the contract was being monitored. He went on to say the contract needs to be both monitored and enforced. There was also a request to have the falcon fly early in the morning as crows are out in large numbers at this time. Afternoons appear to be covered adequately but Cassidy suggested working with the contractor to cover mornings as well. Luttjohann will check on how and by whom the contract is being monitored and enforced. He will also request that early morning "flights" be covered by this contract.

Motion for approval by Montano, second by Fornasiere. Passed unanimously.

Accept New Members

- Luttjohann provided background on two new member applications. The first company, 4-Way Test is operating as CC Beau with all profit proceeds benefiting non-profit organizations. The second company is The Perfect Event, recently retained to provide audio/visual and event services for CIC and its venues.

Motion for approval by Ponce, second by Puchala. Passed unanimously.

Discussion & Possible Action

- CICC&VB was asked if the organization has taken an official position regarding Southern California Edison (SCE) and Public Works Projects impacting the town during the high season. Luttjohann made a request to SCE that future work be conducted off-season and hours. Board discussion ensued. Montano noted her lodging property was operating at full capacity during the service interruptions. She said her guests were okay and by having CIC and City of Avalon working well together, it helped with adequate and proper guest communication. Ponce complimented Catalina Express on their guest communication as well and noted the teamwork was critical. Puchala strongly encouraged every company to have a crisis communications plan in place so when events occur, staff has a plan of action. Coincidentally, Puchala was attending a Crisis Communication seminar when this incident occurred. Bovay complimented the City's Alert Communication system. Hite said in this incident there were two city-wide outages (water and sewer) which escalated everyone's anxiety. Ron noted this is an uncommon occurrence and the first time this type of double outage has occurred in the previous 40 years.

No formal action was taken.

- Bovay reminded the Board of Directors of the Harvey Cowell Business of the Year Award presentation to occur during the upcoming Annual Meeting. Requests for nominations have been distributed and 11 nominations have thus far been received. She requested nominations be made quickly if a business is in mind.
- Luttjohann said if anyone has nominations for the Wayne & Suzi Griffin Award, these must be received in the next two days.

Marketing Report

- Warner reported the Request For Proposals to produce and print the Visitors Guide and Pocket Maps has received 15 quality responses from companies in- and out-of-state. The selection committee includes Stevenson as marketing committee chair, Fornasiere as incoming board president plus Luttjohann, Miller and Warner as staff. The 15 proposals were reviewed and narrowed to two companies: Madden and Mix Marketing. These companies will provide creative presentations to the selection committee with the goal of selecting the vendor by the Annual Meeting. Luttjohann asked the board to allocate up to \$160K to produce these two collateral pieces for the 2018-19 fiscal year beginning July 1, 2018. Final project costs will be negotiated with the company selected, however, having approval for a ceiling of expenditure allows the selection process to move forward and a contract granted. Board discussion

included the fact that this project is self-funding and in typical years the project breaks even after distribution expenses are included.

Motion for approval by Fornasiere, second by Montano. Passed unanimously.

- Miller reported on Marketing and Sales activities: For the second year Catalina Island hosted the Society of Incentive Travel Excellence (SITE). The event was attended by 86 members on June 7, 2018 with 36% having participated in the 2017 hosted event and 61% being new participants.
The Southern California Chapter of MPI received the Global MPI RISE Award for the 2018 Innovative Educational Programming Award for (WE)Con which was held on Catalina Island March 1-3, 2018. Miller informed the group the 2019 bid to host (WE)Con was awarded to Palm Springs; in 2020, this event will be held in Santa Barbara. Miller indicated CICC&VB participated in the Orange County Events EXPO held on June 20. Miller reported 120 RFPs for group business have been processed year-to-date compared to 227 in 2017. This decrease can be attributed to the 50% decrease in marketing budget and activity for the same comparison period.
Website transition to Simpleview continues to move forward. Site redesign is in progress and CICC&VB began evaluating the database in preparation for this conversion process. New to the existing site are newly developed seasonal itineraries via personas. From a lottery, CICC&VB was selected to attend Visit California's San Francisco media event in San Francisco on October 9, 2018. CICC&VB's destination presentation to Visit California scheduled for June 21 was postponed due to an outbreak of Norovirus in the Sacramento offices and will be rescheduled at a later date.

Events Report

- Lincoln reviewed the 4th of July event and fireworks schedule. CICC&VB and the City continue to seek individual firework sponsors. Huncke said he was under impressed with the 2017 fireworks display. A new vendor for 2018 has been retained at the same cost but contracted to include 60% more fireworks. Huncke went on to say there is more atmosphere and a festive ambiance being added throughout town as well. He noted Jani Eisenhut is the parade Grand Marshall this year. Lincoln went on to update the group on the concert series noting on July 28 Santana Ways and on August 18 ABBA will play on Wrigley Stage. Luttjohann said the concert sound was dialed back significantly and asked for feedback regarding the sound and noise level. Cassidy commented that the acoustics seem better this year.
- Warner noted registration is available online for the Annual Meeting to be held at "M" on July 19, 2018. She went on to remind the group of the Mixer tonight at Catalina Island Museum from 6:00-8:00. Fornasiere encouraged people to attend to check out the Jaws Exhibit and said Coyote Joe's is catering. Warner said there are no Mixers or committee meetings in August.

President's Report

- Luttjohann reviewed his written report. He met with Pam Albers, newest city council member and attended community meetings with SCE regarding rate filing in late 2018 to recover drought related funds. Luttjohann said he had concerns about a head tax on visitors crossing the channel to visit and its impact on cost of visiting the island causing a decline in visitation. Luttjohann congratulated two members on recent awards during the CalTravel annual convention: The Conservancy and Amanda Bombard with Catalina Express.

Board Member Reports

- Wilson reported on a Cruise Ship Committee meeting taking place earlier today. He suggested the City get more involved in learning the community's sentiment about the cruise business here. He suggested the resident sentiment may not be in alignment with business and visitors sentiment. Ponce posed the question as to when we say "no" to cruise ship visits referring to multiple cruise ship visits on July 4th stretching capacity and infrastructure. Luttjohann said the request for regulation exemption by the California Air Resources Board (CARB) looks as if it will be granted to both Catalina Island and Santa Barbara.
- Montano questioned when the new Vons is expected to open and reports indicate it will open end of 2018.
- Foley reminded the board of the counterfeit \$100 bills being circulated.
- Puchala announced the Catalina Express fall schedule is on the website. She also reported their marketing program begins July 2 in Palm Springs and includes two billboard postings, radio and a contest. The TV ad campaign will commence September 10-23, 2018.

Future Agenda Item Requests

- Noll suggested the Cruise Ship committee discuss the impact and ways to provide staffing and business coverage on cruise ship “drop-in” dates. These added boats are problematic.

ADJOURNMENT

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