



MINUTES: Meeting of the Board of Directors

Thursday, March 14, 2019

CALL TO ORDER

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

DIRECTORS PRESENT (13) Fornasiere, Bovay, Ponce, Howell-Awalt, Alkibay, Hoefs, Noll, Foley, Hohenstein, Montano, Sanchez, Radde, Perico

DIRECTORS ABSENT (6)

Wilson, Stevenson, Hite, Paret, Salinas, Kielpinski

STAFF PRESENT (4)

Luttjohann, Miller, Warner, Johnson

GUESTS (8)

Melissa Goldman, Norm Smyth, Valerie Vento, Amanda Moul, Amy Nguyen, Janet Flathers, Denise Islas, Karlos Salinas

PRESENTATIONS

Norman Smyth is the new organizer for the Catalina Island Rugby Festival which hosts the Old Boys Rugby Tournament for participants 40 and older. He stated the event normally brings 200-400 players to the island each year. Smyth worked with youth in the Chicago area and is hoping to bring additional rugby tournaments to Catalina Island for women and/or youth. He distributed a flyer announcing the 26th annual event on May 4, 2019. Smyth expressed willingness to add events to the Catalina Island Chamber of Commerce & Visitors Bureau (CICC&VB) bringing additional business to the Island. A drawing was held for prizes and winners were Radde and Sanchez.

Amanda Moul and Valerie Vento presented MeringCarson's findings and recommendations on brand platform development. The duo conducted an interactive workshop in November at the annual Marketing Conference. Research expanded to include focus groups. After consulting with CICC&VB staff, the final report was presented today with Top-of-Mind Perceptions, Key Themes, Brand Exploration and Positionings, Consumer Trends, and recommendations for Brand Implementation. A printed copy of their video report is available.

CONSENT ITEMS

Approval of Minutes from February 2019

Motion for approval Ponce, second Noll. Passed unanimously

Approval of Friend of the Chamber New Member Kathie Walling Fry

Motion for approval Ponce, second Bovay. Passed unanimously

REPORT OF THE CHAIR

Fornasiere submitted a written report on the revised draft vision statement with related goals. She called attention to the highlighted portions of the report as areas where Board members can help. All items are important but to avoid being overwhelming she narrowed it down and asked for work to begin on a select few of the highlights. Sanchez will bring together a team to work on creating an organizational emergency plan. Noll and Foley volunteered to work on establishing a reserve policy and fund. Howell-Awalt stressed the importance of this fund due to recent concerns related to TOT funding. Fornasiere has worked on updating the Conflict of Interest form and it is near completion. This will come to Board for approval soon as forms must be signed at the new fiscal year. Luttjohann announced the Care for Catalina program is being planned with the City of Avalon (COA) and may possibly become a bi-annual event. The sustainability efforts will benefit the Island with less waste ending in local landfill due to events that will encourage shipping of materials to the mainland to be recycled. The new trash cans throughout town were mentioned and general opinion is positive. Policy recommendations for cruise and TOT committees as well as water and hospital consortiums should be made to the CICC&VB Board by those committee members. Montano declared these four groups all tie to the main goal of the CICC&VB and all are necessary for business to increase.

A nominating committee was selected to determine candidates to replace CICC&VB Board members with terms expiring at the end of this fiscal year. Ponce and Bovay are on the committee due to their Board status. Montano volunteered to become the member-at-large on the nominating committee. Fornasiere asked for a slate of candidates to be presented next CICC&VB Board meeting.

REPORT OF THE CHIEF FINANCIAL OFFICER

Howell-Awalt hoped all Board Members took time to look over the financials. Motion for approval of February 2019 Financials by Noll, second Ponce. Passed unanimously

Motion to adopt the mid-year adjusted budget by Hoefs, second Bovay. Howell-Awalt opened discussion on the desire to move to a 24-month budget with yearly adjustments and Luttjohann agrees with the idea. Montano expressed worry that using outside contractors is not good for the budget. Luttjohann explained the recent loss of a staff member leaves room in the budget for a new position encompassing raising funds and event management. Sanchez expressed the need for a PR person and stated CICC&VB and COA both need one. Luttjohann understands the benefit of a PR representative but the tight budget has prevented the addition. Fornasiere acknowledged the CICC&VB staff needs to grow and added the Executive Committee has directed the president to do so. Noll believes a position that raises funds can pay their own salary as well as create income for events. Sanchez restated PR is important to speak to the news, especially during a crisis. Fornasiere called for a vote to accept the adjusted budget and the motion passed unanimously.

PRESIDENT'S REPORT

Luttjohann submitted his written report and disclosed the ADA committee acknowledged reservations were made by the individual filing lawsuits. Radde stated COA has a huge ADA lawsuit pending. Montano asked if hotel problems could come back to COA if permits were processed but finished work was not ADA compliant. Radde said they possibly could be added to litigation. Luttjohann noted the Otillo pitch and request for funding listed on his report was pulled. Promoters of the event submitted a proposal and then made changes. The changed document appeared too much risk for the CICC&VB and the attorney is working on rewording. After revisions, this will be added to a future President's Report. Luttjohann reminded that March 16 is the Humble Hooligans concert at 7pm and there will not be a beer garden. Radde announced the street vending ordinance and COA Otillo funding will be on the council agenda April 2. The Otillo event is planned for March 2020 and a test group did a micro-event this year which led organizers to make changes to their proposal and funding requests. Luttjohann reported the event will be in the Two Harbors area with awards held in Avalon and the overnight stays will benefit Avalon. Howell-Awalt asked about the

upcoming SeaTrade and why CICC&VB is attending. Luttjohann established that the cruise committee recommended participation due to the ballot initiative and the attendees are accompanying Cruise the West at a deeply discounted attendance fee. Fornasiere dropped the reminder that it is good to keep Catalina Island noticed.

DISCUSSION AND POSSIBLE ACTION ITEMS

Membership & Visitors Services Report—Warner explained she has been working at the Visitor Center for three weeks. She said the Visitor Center has been very busy and Spring breaks have begun. She announced Laura Amezcua is training as the new Visitor Center Specialist. Staff has been working on the new website to edit copy and member information after the data drop from Searle to SimpleView. She noted today's Thursday Update included a call for members to submit special events for the new site.

EVENTS REPORT

Mixers—Warner announced that CICC&VB will host the April 25 Mixer on the Pier. Activities and tours will be invited to be part of this Mixer at their booths or for those with off-site locations a table can be set up. May 16 the Mixer is to be held at Hotel Atwater. Perico stated quick tours of a completed room will be offered and food served will be featured in the new restaurant. June 20 the Catalina Island Conservancy will host at the new Trailhead building.

Board Member Reports

Sanchez disclosed lower passenger numbers for Catalina Express due to cancelled boats. There were 41 cancelled crossings from Long Beach Landing and further cancellations at other ports. Ridership is down 11% midweek and 20% on weekends and web visits are down 12%. Montano reminded all that when there is snow on the mountains Catalina Island numbers are generally down.

Fornasiere revealed the 1st Friday event in April at the Catalina Island Museum will screen Alfred Hitchcock's classic The Birds. Other features include the Bird Park exhibit and a raffle for a Tippi Hedren collectible Barbie. On April 9, the museum will host a 'Round the Island Cruise fundraiser aboard Catalina Express. Featured speakers will be from the Wrigley Institute at Fishermen's Cove along with a Catalina Island Conservancy employee. Doug Bombard will also answer questions and share some of his island experiences.

ADJOURNMENT

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