



## **MINUTES: Meeting of the Board of Directors**

**Thursday, March 11, 2021**

### **CALL TO ORDER**

The meeting was called to order at 1:03pm by Chair Nicole Hohenstein. Due to novel CoronaVirus known as COVID-19 this meeting was held via Zoom for all participants. Attendance and voting utilized roll call procedure.

### **DIRECTORS PRESENT (16)**

Hohenstein, Kielpinski, Noll, Ponce, Stevenson, Bombard, Bradley, Fornasiere, Glass, Hoefs, Kennedy, Paret, Perico, Radde, Say, Villalobos

### **DIRECTORS ABSENT (3)**

Alkibay, Foley, Salinas

### **STAFF PRESENT (5)**

Luttjohann, Warner, Miller, Johnson, DeMyer

### **GUESTS (7)**

Catrina Awalt, Gregg Miller, Bob Greenlaw, Jaime Hmielak, Patrick Fearn, Cinde Cassidy, Paul Romo

### **PRESENTATION**

Bob Greenlaw, City of Avalon (COA) public works director gave an update on the Cabrillo Mole project with a slide presentation on Phase 2. Upcoming stakeholder meetings will provide needed input for final decisions. The desire is to have an iconic design that includes amenities so the visitor will remember the destination. The Cabrillo Mole is the first and last place most visitors see. The \$12mil required for Phase 2 is mostly Federal funds with the balance made up of wharfage fees. The design should be adaptable to allow for future phase improvements. Perico entered the meeting at 1:18pm. Ideas are especially welcome on the land transport portion of the design—parking and drop-off. Several options were shown for construction design. An open deck space on a second level would create protective cover for those on the first level with an elevator that allows ADA accessibility. Possibilities include event space, restaurant, art installation, and lighting. Future phase improvements might include terraced steps, deck with removable seating, fishing bays and green space. The concept has not been decided and could possibly be classic Spanish, modern, or other ideas not yet presented. 2021-22 is determined to be time for public review and outreach with Phase 2 construction during 2022-24. Individuals or groups can request a meeting with COA officials to discuss concepts or concerns. Hohenstein asked if COA owns the entire mole area. Greenlaw answered, yes. Bombard requested more shade on the first level for passengers waiting at the main float area for boarding boats. Greenlaw stated that slides 13-14 show the second level as a weather-proof shade for the first level. Luttjohann asked if there is potential for more floats as demand increases. Greenlaw said there is a harbor use study on floats vs. moorings. Greenlaw requested that cross-channel carriers present their needs for this project to COA. The COA website has a capital improvement link that leads to viewing this presentation. [http://www.cityofavalon.com/filestorage/3310/Mole\\_Phase\\_2\\_Community\\_Presentation.pdf](http://www.cityofavalon.com/filestorage/3310/Mole_Phase_2_Community_Presentation.pdf)

### **CONSENT ITEMS**

Approval of Minutes from February 2021

Motion for approval Kielpinski, second Ponce; passed unanimously.

### **DISCUSSION AND POSSIBLE ACTION**

Report of the Chair—Hohenstein announced that COA will seek 1% additional TOT that is totally dedicated to COA budget. This will be placed on the ballot in either November 2021 or June 2022 depending upon council approval. She mentioned that CIVITAS is writing a draft for a 1% TBID to benefit the Catalina Island Tourism Authority (CITA). One-on-one or small group meetings will be held once the document is in hand. Hohenstein issued a reminder on the importance of Board attendance stating that after three absences a board member can be replaced. She requests that if there are problems to please contact her as soon as possible so a replacement can be found. As this fiscal year end nears, those foreseeing issues upcoming in the next fiscal year, she asked a notice to step down from the board be given prior to attendance becoming an issue.

Report of Nominating Committee—Kielpinski reported that Board Members Bombard, Foley and Hohenstein have confirmed they are willing to return for another term. He added that Sharon Gorelczenko volunteered to replace Say, who terms out at the end of June.

Ponce made a motion to accept the slate as presented, second Hohenstein; passed unanimously.

Report of the Chief Financial Officer—Noll reminded the CITA budget was reduced due to Covid implications and now with PPE funding a revision is necessary. Luttjohann reviewed the packet material and stated he will bring back a revised budget. He also advised that later in the meeting there will be further budget items for discussion.

Motion for approval of the February 2021 financials by Ponce, second Bombard; passed unanimously.

Avalon Beautiful Request—Catrina Awalt announced the newest project undertaken by Avalon Beautiful is a seating area at the Casino Dive Park. She requested approval for Luttjohann be added to their board of directors. Luttjohann stated demand on his time would not be significant as board meetings are monthly and he will not be a large presence. He reminded the CITA board they must approve his participation on any other board prior to his acceptance. At 2:02 Villalobos left the meeting.

Fornasiere asked about a previous discussion on joining Catalina Cares and Avalon Beautiful. Luttjohann said this never came full circle; both are 501c3. He further stated that the new board will decide how to blend or separate these groups.

Motion to allow Luttjohann to accept the seat by Hohenstein, second Bradley; passed unanimously.

Report of the President—Luttjohann deferred to his President's written report which is on file. There was some discussion on the water consortium and Luttjohann read a statement from Norris Bishton with concerns on possible SCE rate increases on water.

Report of Marketing Committee—Stevenson stated that acquiring \$99k in PPE funds now allows funds held for payroll expenses to be added to marketing. A proposal from 62Above for \$50k if approved will allow needed updates to stills and videos. The plan is to shoot in the spring when the island is green. Miller interjected that Visit California did research about mask vs. no mask on advertising; response was overwhelming for no masks. 62Above will shoot people from the rear and in ways to minimize mask appearance. Bombard requested diversity be considered for these photos. Miller said that has already been discussed and local talent will be utilized. She stated the photos will be generic whenever possible but used an example of Crescent Ave where photos would naturally show some merchant signs. She added there is a possibility of co-op partners wishing to share the expense which means their contribution would allow their business to be featured.

Motion for approval of the 62Above \$50k expense by Kennedy, second Ponce; passed unanimously.

Luttjohann presented the web accessibility issue that SimpleView Audio Eye can utilize to bring the CITA website into compliance. The expense allows for members to bring their websites into compliance as well. Bradley asked if there is an additional fee to members for that service and Luttjohann replied, not for basic service. The cost to CITA is \$6k for a year and can be renewed once at the same rate. Villalobos returned to the meeting at 2:29.

Motion to accept SimpleView Audio Eye expense by Hohenstein, second Noll; passed 15 yes, Villalobos abstained.

Miller added to the marketing report stating paid social continues and the TripAdvisor campaign was reinstated in February after being dark in January.

Report of Cruise Committee—Luttjohann believes that SeaTrade is important to attend in Fall 2021 and pointed to the fact that the Disney connection was made there. Holland America continues to work on crew member visits to remote coves and camps. The crew will have one day of recreation ashore and no interaction with local residents. This will bring revenue to camps that were closed, show good faith to the cruise lines, and crew members will become brand advocates for Catalina Island. The cruise line will be using their tenders as another way to keep in their own bubble. Cassidy announced she will attend SeaTrade as a COA representative even if she must pay expenses herself. Luttjohann explained the cruise ship schedule on the LoveCatalina.com website saying strikeouts are used for cancelled cruise calls to keep track of planned calls and cancellations.

## **EVENTS UPDATE**

DeMyer is glad to be back working and is looking into virtual Mixers and Fixers. She reminded that the Triathlon was awarded to Spectrum and that a congratulatory letter and contract was sent. Luttjohann reminded that a different date will be decided as there has been a scramble for new dates of events postponed due to Covid. Future Fixers include one on carbon footprints around Earth Day on April 22 and another about turning the day visitor into an overnight visitor. The ServeSafe program will be offered for food industry employees. She put a call out to hosts for upcoming Mixers. DeMyer is attending a few virtual events to see how they work in order to promote them properly.

## **BOARD MEMBER UPDATES**

Paret informed that the Covid case rate per people tested continues to go down in LA County. He also stated that emails on appointments for the second dose of vaccine come from the State and not from Catalina Island Medical Center (CIMC). Vaccine clinics are set for March 18 and 25 and he recommends that those interested be in the stand-by line as most days all the standbys receive the vaccination. He is looking to roll out information on how many have been vaccinated but stated that 70% of those over 18 in our community have received the vaccine. He attributed the drop in positive cases to this fact as test results confirmed in the past 24 days were all negative. He continued with information on the Shops at Atwater space that CIMC will occupy. The old Chet's Hardware location will house business offices in the back portion. The open space at the front will be the new Physical Therapy and fitness center. He is hopeful for an infusion center to be included in the space which will allow residents to receive chemo without enduring a boat trip to the mainland. Fornasiere is thankful for the good job Paret has done during the Covid problems. Paret stated that without CITA the vaccination process would not have moved forward as quickly.

Hohenstein reported that Rotary will be planting downtown next Wednesday at 3pm. The group will gather at Old Ben Park and anyone is welcome to join. She also issued a thank you to CITA for the National Woman's Day article.

Ponce reminded that Saturday is a Rotary clean-up day.

Fornasiere said the Catalina Island Museum is planning a virtual event on March 20 called Women of Avalon. One woman featured is Mary Stein who was the first female abalone diver certified by the State of California. The event will include a craft project utilizing abalone.

## **FUTURE AGENDA ITEMS**

Luttjohann stated that the resiliency task force is an evolving process with modification of the current health ordinance. The LA County board of supervisors appointed Luttjohann to this task force and updates will be included at a future meeting.

## **ADJOURNMENT**

There being no further business to come before the Board, Chair Hohenstein adjourned the meeting at 2:59 pm

**CHAT FROM MARCH 11 BOARD MEETING:**

From Paul Romo to Everyone: 01:14 PM

Hello, I just joined the meeting.

Roberto

From [nicole@pacificahost.com](mailto:nicole@pacificahost.com) to Everyone: 01:18 PM

Welcome Roberto!

From Ben Villalobos to Everyone: 02:02 PM

Sorry Nicole, I have to answer a call now, be back in a moment. Ben

From [nicole@pacificahost.com](mailto:nicole@pacificahost.com) to Everyone: 02:02 PM

Ok Ben