



MINUTES: Meeting of the Board of Directors

Thursday, May 16, 2024

CALL TO ORDER

The meeting was called to order at 1:01 p.m. by Chair Amanda Bombard. The Catalina Island Tourism Authority (CITA) in-person meeting was held in the Founders Conference Room located in Avalon's US Bank Building's second floor, and remote attendance by Love Catalina Island's President/CEO Jim Luttjohann, which in accordance with the Brown Act rules was identified in advance on the agenda at Moody Gardens Hotel, room 619 - Galveston, TX 77554. Attendance utilized roll-call procedure. There was no remote attendance by members of the public.

DIRECTORS PRESENT (15)

Bombard, Noll, Stevenson, Alkibay, Allen, Bergman, Bradley, Cassidy, Flathers, Glass, Hohenstein, Latorre, Paret, Vega; Wright (arrived 1:51pm)

DIRECTORS ABSENT (3)

Villalobos, Garcia, Maistros

STAFF PRESENT (2)

Luttjohann (attended remotely), Miller

GUESTS (8)

Lisa Beach, Tyler Wilson, Grayce Upton, Yolanda Say, Jeff Skelton, Jocelyn Francis, Kayla Fearheller, Bre Bussard

Glass motioned to approve Luttjohann's remote attendance; Noll seconded the motion. The motion was unanimously approved.

CONSENT ITEMS

Chair Bombard asked for discussion and approval of Minutes from April 18, 2024 CITA board meeting

Motion to approve Hohenstein, second Stevenson; passed with abstentions by Alkibay, Glass, Paret, and Noll.

Chair Bombard asked for discussion and approval of Consent Items including Minutes from April 30, 2024 meeting and April Financials.

Motion to approve April 30, 2024 Minutes by Hohenstein, second Glass; passed unanimously.

Motion to approve April 2024 financials was not recorded. April financials will be presented again at June meeting.

REPORT OF THE CHAIR

Call for volunteers to join the Audit & Finance Committee (2024-25 Budget)—Bombard asked for volunteers to serve on the Audit & Finance Committee. Committee report will be presented during the June 20, 2024 Board of Directors meeting. Alkibay and Paret volunteered to serve; Villalobos (absent) is assumed to be serving as treasurer.

Requests for Excused Absences—Bombard stated Glass requested an excused absence for April 18 due to medical care and Garcia requested April 30 and May 16 due to work conflicts.

Motion to approve the absence of Glass as excused by Noll, second Stevenson; passed with abstention by Glass.

Motion to approve Garcia's excused absences by Noll, second Cassidy; passed unanimously.

DISCUSSION AND POSSIBLE ACTION ITEMS

Report of the Nominating Committee—Stevenson reported the nominating committee has two people on the slate to serve as Board of Directors Chair for the 2025/26 fiscal year. Nominations are Cassidy and Paret. Luttjohann noted the CIVITAS attorney was consulted and all board of director members are eligible to vote for this position.

Cassidy, Paret, and meeting guests were excused for discussion.

Cassidy, Paret, and guests re-joined the meeting at the close of discussion.

An anonymous paper vote was taken from all board members present.

Cassidy was elected as Chair for the 2025/26 fiscal year and will serve as Chair Elect beginning July 2024.

Requests for new Bank Account Signers—Bombard made a request for new bank account signatories. Four signers are needed for the US Bank account. Cassidy will continue as a signatory. Flathers, Bradley and Alkibay volunteered to be added as signatories. Wright entered the meeting at 1:51pm.

On the Farmers & Merchants account, Bombard is currently an account signatory. One more account signatory is needed. Cassidy volunteered to be added as a signer on this account as well.

Motion to approve signers as discussed by Glass, second Noll; passed unanimously.

President's Report—Luttjohann noted that for March, hotel occupancy was up from the previous year by 6.9% with Short Term Rental occupancy down 4.1% and hotel ADR increasing 3.1% with Short Term Rentals ADR increasing 20.6% over last year. Luttjohann referred the board members to his included report for additional details and submitted his report as written.

Visitor and Member Services Report—Hohenstein noted a need to accept ownership change for Mrs. T's Chinese Kitchen.

Motion to accept ownership change by Hohenstein, second Noll; passed unanimously.

Staff recommends a Membership Dues increase of 3.3% of the base rate for the fiscal year 2024-25.

Motion to approved proposed dues increase as outlined for 2024-25 by Cassidy, second Stevenson; passed unanimously.

Bylaws ballot process has been on-going with Luttjohann working with CIVITAS to finalize the Bylaw Ballot process and proposal language. Luttjohann noted a correction of 22 member approvals rather than 24 for the new Bylaws to be approved.

Sales & Marketing Report—Miller showed the Q1 marketing result video and referred board members to the handout with these results as well. She reported that the three-day content shoot recently approved by the board concluded yesterday and garnered new video, drone and still photography assets. Some of these new asset selections will be shared during the June board meeting.

Miller reported Love Catalina Island cooperatively attended with Catalina Express and Catalina Island Company, US Travel Association's IPW travel industry marketplace, the largest generator of international inbound travel to the USA. Held May 3-7 at the Los Angeles Convention Center, IPW drew approximately 5,700 attendees from nearly 70 countries including 1,400 travel trade buyers and 600 travel media from across the globe. IPW brought together US travel suppliers with international tour operators, buyers, and media for pre-scheduled business appointments over three days. The Catalina Island team met with 38 international media representatives and 80 international travel buyers. Travel buyers represented international group business, FIT (Foreign/Flexible Independent Travelers) and international travel booking platforms. Many international companies already do business with the island, but there is definitely new business interest along with curiosity by content creators and writers which ultimately drives demand for the international travel planning companies.

Miller noted the NEW 2024-25 Catalina Island Maps are now available and distributed a copy to each board member present. Maps were sent to Catalina Express for distribution on board their boats and to Certified Folder for distribution in the mainland terminal brochure racks. The map may also be viewed on the CITA website. 175,000 maps were printed for distribution throughout the next year. The map was once again designed and produced by Bobco Design, with a front cover to match the current Visitors Guide. The maps are available at the Love Catalina Visitor Center on the Green Pleasure Pier. Businesses may stop by to pick up a supply, or call 310.510.1520 to request some be delivered.

Sivio Cioffi, a travel writer from Sao Paulo, Brazil is now visiting the island, post IPW.

Luttjohann noted he met with 13 travel media during the NATJA media marketplace event today. He also spoke of the conference networking opportunities taken advantage of to meet additional writers, and good conversations with 25 new media contacts.

Events Report—In DeMyer's absence, Miller read the Events report. Mixer Tonight: Hosted by The Hotel Metropole and Metropole Marketplace. Mixer will be at the Metropole Beach House from 6-8pm. Food will be provided by Cafe Metropole. Next month's Mixer is June 20, hosted by Catalina Coastal Tours and Catalina Xtreme Parasail. Shred Day: In honor of our ongoing efforts to #careforcatalina, the annual Community Shred Day was held on Tuesday, April 23, 2024. This year 79 boxes were collected from ten local businesses to be securely shredded by Corodata who will provide certification to each participating party. Catalina Kayak Clean Up: Saturday May 18, 2024, 9am - 12noon. Hosted by Love Catalina, Bleu World, Wet Spot Rentals and Care for Catalina. The group will kayak down the coast past Hamilton Cove to find beaches to clean. Space is limited so if interested in participating please sign up with Janet, or RSVP in the Thursday Update or the email that will go out to membership. ServSafe Full Protection Managers Course: Thursday, June 13, 2024, 9am- 12noon, Founders Room. Offered by Food Safety Associates. Cost to participate is \$185.00/person. All course and test materials are provided. Email to membership and RSVP details are in today's Thursday Update and a separate email will go out to members tomorrow. The 18th Annual Taste Around (TA) and 11th Annual Restaurant Week: TA is Thursday, May 30, 5-9pm. Voting Cards will be available for advance purchase at the Love Catalina Visitor Center, #1 Green Pleasure Pier on Wednesday, May 29 for \$2 per card. Voting Cards will also be available for purchase at the Visitor Center the day of the event, or at the Love Catalina table on Wrigley Stage during the night of the event for \$3 per card. So far ten restaurants have confirmed participation. DEADLINE TO SIGN UP FOR TASTE AROUND IS TOMORROW, FRIDAY, MAY 17. Restaurant Week is May 31-June 6. All Restaurants have been contacted and invited to participate in both events. So far seven restaurants have been confirmed. DEADLINE TO SIGN UP IS FRIDAY, MAY 24. Catalina Pride, Saturday, June 15 on Wrigley Stage, 12noon-10pm. Ten musical acts have been secured. Any hotels wishing to donate rooms or offer a special rate for that weekend, please contact Janet. Any business wishing to participate and have a Pride-themed representation at the event please email Janet@LoveCatalina.com. Catalina Concert Series: July 20, The Highwayman Show; August 10, Taimane; September 14, ABBA Tribute. All concerts are on a Saturday from 8-10pm. Beer Garden provided by Avalon Rotary, opens at 7pm. DeMyer is reaching out to all businesses for raffle prize donations as there are nine raffle packages in total.

BOARD MEMBER UPDATES

Hohenstein noted that corporate group business is increasing. They are pushing ADR this summer at Catalina Island Inn and Catalina Canyon Inn. Hohenstein also stated the Sunset Bar & Grill at the Catalina Canyon Inn is now open for breakfast, lunch, and dinner daily from 7am to 8pm.

Bombard noted that the Asian market has changed from less group travel to more individual travel and looks good.

Fairheller said, Bleu World is having their next clean-up, May 26, 2024. Volunteers meet at Wrigley Stage. This is also the one-year anniversary of Bleu World coordinating clean ups.

Hohenstein said Rotary had a very successful clothing drive and removed 7,200 pounds of clothing from the island. She thanked Bombard and Avalon Freight Services for providing transportation off the island. Hohenstein announced the Rotary Wine Festival is June 22 and is looking for basket donations by June 12.

Alkibay said Catalina Beverage is using a new system and it has slowed down their processes but as they become more accustomed to using it, things will speed up.

Glass let the group know that long-time resident Ralph Morrow, former Avalon Mayor, and member of the Tuna Club, has passed.

Vega reported the first Firenze visit went very well and received positive feedback from Carnival. He thanked the Ambassadors and volunteers for their community service. Francis asked for any insight and feedback on the

Firenza visit; COA would like to hear. She also noted the new sidewalk routing on the elbow of Clarissa and Pebbly Beach Road is underway. Cassidy noted there remains congestion in the area in the mornings.

Skelton reported that two weeks ago the water permit was approved by Edison for the new horse riding stable. It's now onto the City for appropriate approvals.

Maistros reported the COAST transit has been running for ten days. City of Avalon is happy with the Ride Circuit partnership. He mentioned the ability to contract with hotels for special events or ongoing offers to their guests. Wheelchair-bound passengers are served by an ADA compliant vehicle. Cassidy reminded wrap advertising was mentioned but she loves the Pier Green color chosen for the vehicles. Maistros said this summer there will be no ads on the vehicles, they will remain as they are. He added the upcoming digital signboard program will have a location near the mole and a TBD site near Via Casino arch. He stated selfies are taken of those interacting with the signs and visitors can connect with COAST on the screen.

FUTURE AGENDA ITEMS

Glass asked if it's possible the board be given more time and information on large budget item approvals. He referred to the recent \$100K allocation request and approval for internet connectivity that was done in one meeting. He requested more time to process the information prior to approval of such requests.

Cassidy noted the City Council approved a \$100K for this project as well. She also explained that while these funds have been allocated, they will not be spent until the project is actually approved and begins.

ADJOURNMENT

There being no further business to come before the Board, Chair Bombard adjourned the board meeting at 2:01pm, May 16, 2024.