



MINUTES: Meeting of the Board of Directors

Thursday, May 20, 2021

CALL TO ORDER

The meeting was called to order at 1:00pm 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 (17)

Hohenstein, Kielpinski, Noll, Ponce, Stevenson, Alkibay, Bombard, Bradley, Foley, Fornasiere, Glass, Hoefs, Kennedy, Paret, Radde, Salinas, Say

DIRECTORS ABSENT (2)

Perico, Villalobos

STAFF PRESENT (5)

Luttjohann, Miller, Warner, Johnson, DeMyer

GUESTS (6)

Lisa Lavelle, Alexa Camarena, David Valentine, Anni Marshall, Cinde Cassidy, Ray McKewon

PRESENTATION

Luttjohann introduced Dr. David Valentine who gave brief details on his background. He then proceeded with his presentation and information related to the DDT discovery. Montrose Chemical was the number one producer of DDT and authorization was given for them to discard byproducts. Some waste was eliminated by dumping off Palos Verdes via the sewer system. The semi-solid waste could not be dumped into the sewers and was sealed in barrels. Government authorization designated dumping areas on the sea bed off the southern California coast under 3000 feet water. However, some were discarded outside the approved area using an excuse of military operations blocking access. DDT was banned in 1973 and in the 1980s it was determined that thousands of barrels had been ditched each month; ½ million barrels were recorded by the water boards. In 2011, Valentine worked off-shore looking into previously exposed sites and found a debris field littered with barrels ballasted with concrete. Some barrels were corroding. Samples were taken near the barrels as well as some distance away with results showing high concentrations of DDT. The last time Valentine was at the site was 2013. The analysis focus was the 3000 foot range and work has not been done in shallower water. A paper was published in 2019 with the findings. The LA Times 2020 article triggered a San Diego oceanography group to take notice and do further research. Recent news stories ramped up interest so Valentine has done 30-40 interviews in the past six weeks. He feels the hazard is not to people that swim, surf, etc.—the damage is if DDT is consumed and that happens when it enters the food chain. At 3000 feet there are no fish indicating no danger to humans. Lavelle asked if there was a short informational video Dr. Valentine could share. Being a scientist he is not good at social media but would be willing to help create one. Lavelle also wondered if he had suggestions to help navigate the NOAA site. Valentine said the site is too complicated and there are difficulties. Valentine noted that representatives Feinstein and Lowenthal are deeply engaged and have asked for his help with potential legislation. In July and August there will be another survey but not on a large scale; at a later date a team will research the boundaries of the area. Cassidy asked about the previous fines and if any of the money was still available. He disclosed the case was grueling and the fines went into a superfund. Of those fees, about half were spent and the remaining are not enough to clean up the mess. Cassidy then asked about the impact on wildlife. Valentine reiterated that the area of dumping is 3000 feet down

and with no oxygen at that level no fish are there. Some worms live there meaning there is a capacity to enter the food chain but the basin is deep and not much life is there. He also said sediment deposits continually settle so there is the potential to be buried. Marshall asked about the possible danger to Catalina eagles. Valentine said there were studies brought to light during the Montrose lawsuit but not enough evidence pointed to Catalina Island eagles. He also reminded that eagles do not eat the bottom feeders. Salinas asked if there is a website or link that he could provide as reference to concerned visitors. Luttjohann mentioned the Visitor Center staff received calls and emails from people with concerns on water activity safety. Stevenson would also like to have a resource available as reference for visitors and staff. Bombard noted there were social media comments soon after the news broke, but it has calmed down in the last few weeks. Valentine agreed it is an oscillating problem that pops up occasionally. Luttjohann would like to see Catalina Island removed from references, believing it is more accurate to use San Pedro Basin or southern California coast. Hohenstein thanked Dr. Valentine for his time and hopes to work together to address any of the issues raised in today's conversation.

CONSENT ITEMS

Approval of Minutes from April 2021

Motion for approval Ponce, second Kielpinski; passed unanimously.

DISCUSSION AND POSSIBLE ACTION

Report of the Chair—Hohenstein gave an update on the TBID stating five small group meetings were held. The committee is working on the final draft. Luttjohann interjected the draft will be ready to share in the next few days then it will be time to look for supporters on the petition. Hohenstein reminded the Board that attendance is important even with only one more meeting until the new Board is installed.

Report of the Chief Financial Officer—Noll brought attention to the rent waivers received in the past year stating that only when not in lockdown was rent paid on the admin office space. Luttjohann noted that rent must be shown as paid, and then the waiver is done as in-kind with the total reduction so far at \$24K. Hohenstein asked about the previous discussion on relinquishing the premises. Luttjohann did not pursue that option as there would be penalties and he did not wish to spoil the rent waiver. He concluded with the fact that there is one year left on the current lease.

Motion for approval of the April 2021 financials by Fornasiere, second Salinas; passed—16 yes, no abstentions.

Report of the Nominating Committee—Kielpinski reported on the meeting he held with Bradley and Ponce. Foley left the meeting at 1:57. The proposed slate of officers for the 2021-22 fiscal year is: Kielpinski, chair; Hohenstein, past chair; Noll, chair elect; Villalobos, CFO; and Stevenson, marketing chair.

Motion for approval of the presented slate of officers for the Love Catalina Board of Directors by Salinas, second Ponce; passed—11 yes, 4 abstentions.

Report of the President—Luttjohann submitted his written report which is on file.

Report of the Marketing Committee—Miller was recently made aware of the lack of knowledge within the business community (including Board members) on what actions were taken by Love Catalina during Covid and post-Covid. Salinas left the meeting at 2:11. Her presentation was via a shared screen with a video that appeared online during the pandemic, the Marketing Conference video, and slides showing both Covid and post-Covid marketing efforts. Miller was happy to report that the recent Love Catalina photo shoot was successful. The updated video and stills are already in use and will give a fresh look to marketing efforts. She stated that the Go To Catalina campaign can be seen at gotocatalina.com and the joint partners pay for this promotion. Miller reported there have been 237 recent stories featuring Catalina Island, accomplished by hosting media and influencers. Current marketing plans include hiking, Memorial Day, what's new, summer, etc. The Audio Eye is new to the Love Catalina website and will be provided free to members. Website visits for April were up 100% over 2020 and are now settling in at close to pre-pandemic levels. Visit California issued a request for stories and Love Catalina was among the first three stories uploaded. She shared marketing projects including restaurant week with 18 participants; extensive public-relations efforts; requests for updated specials, videos and photos to

add to member's lovecatalina.com microsite; clips were shared for the KLOS promo now on the radio; work is underway for fall and seasons of need; the 2021 content shoot was featured in the 'sizzle reel' which was shared at this meeting; and the Kargo mobile ad was shown that appears to a targeted audience.

Report of the Cruise Committee—Luttjohann stated Cruise the West and FCCL are working within the cruise industry on the comeback of cruising. It has been difficult to get entire crews vaccinated. Kielpinski asked for a rough guess as to when cruises with a Catalina Island stop might be reinstated. Luttjohann believes September or October 2021 is a possibility.

Report of the Membership Committee—Luttjohann reported on the earlier meeting saying membership dues collected for the 2020-21 fiscal year exceeded expectations. He attributes this to the multi-pay option offered and said the members that chose that option are now fully paid. He explained another offer was for members paid in full by August 15 which then earned them 18-months of membership. An idea was presented at the meeting to possibly offer incentives to current members if they bring in a new member. Luttjohann had a conversation with business owners that own multiple businesses to encourage them to utilize the corporate membership option.

EVENTS UPDATE

Online Mixers & Fixers—DeMyer reminded attendees it is not too late to sign up for tonight's virtual Mixer; 5:30-6:30 with focus on business updates. The June Mixer host will be announced soon, September is the Art Association, October is Chet's and November is Catalina Island Golf Carts. The customer service Fixer was held last week and Erik Seversen will return for an in-person presentation at no additional charge. A Fixer will be offered soon for Audio Eye which is a compliant standard. Another Fixer is planned for training members on the Book Direct feature on LoveCatalina.com. Glass joined the meeting at 2:38.

Restaurant Week—DeMyer is working on this virtual event planned for June 4-10. Participation was offered free to member restaurants and Love Catalina staff is busy taking photos and videos to feature online. Attendees can post on social media using a hashtag that will enter them into a drawing for \$100 in Love Catalina gift certificates.

Annual Meeting & Installation of Officers/Directors—DeMyer reminded that this annual meeting will be held at The Cove on July 22.

Concert Series—DeMyer said that McKewon of Xceptional Music presented a draft proposal for the upcoming season keeping cost at the 2019 rate. McKewon was a guest at this meeting but could not stay due to another commitment. Luttjohann noted that \$33K is required for the summer Concert Series which is in the next fiscal year. Approval is requested to sign the contract with Xceptional Music prior submittal of the 2021-22 proposed budget.

Motion for approval Hohenstein, second Ponce; passed unanimously with no abstentions.

Bombard asked if the Board Meeting in June will be an in-person event. Luttjohann replied the US Bank Founder's Room capacity is calculated to include bank employees and patrons. There are still limits due to Covid protocol that must be observed. He is shooting for June but is not certain.

BOARD MEMBER UPDATES

Hohenstein announced the Catalina Island Inn reopening this weekend saying it is cute and very blue. She also wished congratulations to Noll on his wedding and to Fornasiere on her new title at the Catalina Island Museum.

Stevenson reported Chill at Descanso Beach Club (DBC) opens tomorrow in the old Descanso Fresh location selling alcoholic slurpees. He explained the idea came from Fat Tuesday for those familiar with the brand. He also reminded that May 26 Avalon Grille opens and on the 29th at 1pm there will be a concert at DBC featuring 80s music. During the concert, DBC will be open but the grass area is reserved for those holding concert tickets.

Kielpinski said an email was sent announcing the Stage Road closure for roadwork June 6-10. This is for a new asphalt section of ½ mile. He stated that two pregnant bison were not sent in 2020 but there is hope for that to happen in November 2021. He also noted that DC3 Grill is seeking a buyer.

Fornasiere announced in-person events are happening again at the Catalina Island Museum. On July 24 there will be a rescreening of the documentaries of Rosie Cadman and Lolo Saldana. May 29 and June 4 events will feature Catalinaland with Charles Phoenix; specialty cocktails and snacks will be available. July 1 is the First Friday Film showing Ferris Bueller's Day Off. A relaunch of the Titanic exhibit is expected on June 19. She also announced a title change for both she and Johnny Sampson, and that the Museum is looking for a new director.

Bombard was glad to report the Starship is back for Catalina Express and noted passengers are booking earlier than in the past. She also stated Avalon Freight Services is now operating a barge five days a week.

FUTURE AGENDA ITEM

Fornasiere asked for a larger discussion on connectivity. Hohenstein left the meeting at 3:04. Cassidy asked to not add this topic to an agenda at this time as the City of Avalon is working on it.

ADJOURNMENT

There being no further business to come before the Board, Past Chair Ponce adjourned the meeting at 3:06 pm

CHAT FROM MAY 20 BOARD MEETING:

From Catalina Museum to Everyone: 01:27 PM

Hi All - Please mute so we can hear the guest. Thanks!

From nicole@pacificahost.com to Everyone: 01:29 PM

Thomas and Cinde i will get you next

From Lisa Lavelle to Everyone: 01:41 PM

We've already had a handful of calls asking if it's safe to swim, snorkel, dive. Nothing on food chain questions yet, but I'm guessing those will come too.

From thomas to Everyone: 01:42 PM

@lisa, this is all our worst fear

From Lisa Lavelle to Everyone: 01:43 PM

So far - we've been able to reassure everyone and having the background knowledge is key. Educating frontline employees will be key to avoid the issue growing. I have a feeling as more assistance starts coming through we will see cycles of calls/concerns.

From Tim Foley to Everyone: 01:57 PM

Hey Jim and Nicole,

I have to jump off the call right now.

From thomas to Everyone: 02:11 PM

hi guys, I have a deposition right now I must get into... so I might not be around.

I wanted to say that I have a colleague of all of ours in town on Monday, who is a former California City Manager and is semi retired. he has a lot of experience with TBIDs and getting everyone on the same page... if possible, he has requested meeting with anyone who is interested in a chat on how to best move tbid forward with all concerns addressed including funding needs and unique ideas he has experience with... Please let me know directly if you have time to meet on the island Monday and I will point you over to Jeff Coffee before he arrives. I would hate for this opportunity to go underutilized.

specifically he asked to meet with Jim, Nicole, chamber and mayor Marshal if you are avail. but I understand the short notice

thank you guys

From Jim Luttjohann to Everyone: 02:11 PM

Thanks Thomas! I'll follow up with you

From Tim Kielpinski to Everyone: 02:11 PM

Thomas I'd like to participate

From Catalina Museum to Everyone: 02:30 PM

This is Excellent!! Thanks so much for showing this and updating everyone.

From Lisa Lavelle to Everyone: 02:42 PM

Love the sizzle reel!

From Cinde MacGugan-Cassidy to Everyone: 03:03 PM

YAY GAIL AND JOHNNY!!!!!!! WAY TO GO. Congrats.