



MINUTES: Meeting of the Board of Directors

Thursday, May 19, 2022

CALL TO ORDER

The meeting was called to order at 1:01pm by Chair Tim Kielpinski. This meeting was held in the Founders Room of US Bank and via Zoom.

DIRECTORS PRESENT (13)

Kielpinski, Hohenstein, Noll, Villalobos, Bombard, Bradley, Fornasiere, Glass, Gorelczenko, Hoefs, Paret, Perico, Ponce

DIRECTORS ABSENT (4)

Stevenson, Alkibay, Foley, Maistros

STAFF PRESENT (5)

Luttjohann, Miller, Warner, Johnson, DeMyer

GUESTS (4)

Cinde Cassidy, Lisa Lavelle, Janet Flathers, Daniel Teng

CONSENT ITEMS

Approval of Corrected Minutes from March 17, 2022

Luttjohann clarified the correction was an overlooked date error.

Motion for approval Hohenstein, second Fornasiere; passed unanimously

Approval of Minutes from April 21, 2022

Motion for approval Hoefs, second Ponce; passed unanimously

Presentation and Approval of Financials April 2022

Luttjohann mentioned items on the written report: the map expense dragging due to paper supply delays, postage down due to digital visitor guide requests, and the City of Avalon (COA) TOT true-up payments. DeMyer offered an update on July 4th fundraising. Kielpinski asked how many were deciding on level of sponsorship, DeMyer replied there are only a few.

Motion for approval Bradley, second Bombard; roll call vote passed with all ayes.

REPORT OF THE CHAIR

Bylaws Review Committee—Hohenstein stated there are a few minor edits along with one main adjustment; a decision to make the Catalina Island Medical Center (CIMC) board seat permanent. Both the Catalina Island Company (CIC) and Two Harbors will remain permanent seats; the thought of consolidating them into one seat has been tabled. Kielpinski reminded that the Catalina Island Tourism Authority (CITA) Bylaws, with edits in red, are included in the board packet. He affirmed the only substantial change was CIMC moving their rotating seat to a permanent one and all else was housekeeping. Villalobos entered the meeting at 1:12.

Motion to accept the edits as presented by Hohenstein, second Ponce; motion passed with abstention by Paret.

Nominations for two vacant board seats—Hohenstein introduced the two nominees in separate motions. Zane Grey Pueblo Hotel's Daniel Teng is a candidate that agreed to fill one vacant board seat; a partial term through June 2023.

Motion for approval of Teng by Hohenstein, second Fornasiere. Passed unanimously

Hohenstein presented nominee Janet Flathers of Catalina Tours to be approved for the second vacant board seat expiring June 2023.

Motion for approval by Hohenstein, second Ponce. Passed unanimously

Chair Comment—Kielinski called attention to an email giving high praise to Luttjohann. The compliment came from a film scout team that Luttjohann took on a site tour. Perico entered the meeting at 1:16. Luttjohann provided an overview of the ABC show 'Avalon' with portions of all 10 episodes to be filmed on Catalina Island. Bombard commented that Luttjohann stayed on top of all matters keeping film liaisons updated on the delays and other pertinent information.

NOMINATING COMMITTEE REPORT

Proposed Slate of Directors 2022/23—Hohenstein stated Megan Wright and Conrado Vega agreed to take board seats commencing July 1. Luttjohann reminded that Paret will remain on the board as the CIMC seat has become permanent due to the CITA Bylaws change and that the slate of officers was approved at the previous meeting. Proposed as directors for 2022-23: Villalobos and Glass, willing to serve a second term; Megan Wright of Café Metropole, Pancake Cottage and Airport-in-the-Sky Restaurant has agreed to come onboard; and Conrado Vega of Catalina Island Golf Carts and Eric's on the Pier, is willing to return to the board after an absence.

Motion for approval by Bradley, second Bombard. Passed unanimously

REPORT OF THE PRESIDENT

Luttjohann shared his report highlighting short-term rental comparisons; Kielinski clarified that seeing more green print on this report is worse for Catalina Island. Luttjohann added he met with the Marine Protection Agency (MPA) agent and will work on Care for Catalina with MPA. The survey is providing helpful information but more service workers like housekeeping and servers are needed to participate. He urged those in attendance to encourage workers/employees to complete the survey.

DISCUSSION AND POSSIBLE ACTION

Office Lease Options—Luttjohann shared US Bank has not replied but he did meet with CIC rep Gina Long for a space in The Shops at Atwater. That space is divided into three subspaces and one portion could be utilized as a now-required nursing station. He reminded the US Bank space comes with desks and the Atwater location will need office furniture. He seeks feedback today and for his negotiations would like the maximum amount provided as direction. Hohenstein commented on the mold issue and feels a move to the new space will be healthier for staff. Luttjohann added the Atwater space is fully accessible. Discussion ensued on use of the Founder's Room for meetings, which is a community space, but the tenant has priority. Hohenstein is concerned there will be no internet connection in the Founder's Room which now is through CITA's network. Kielinski commented the new space seems more desirable and a vote is needed to authorize Luttjohann to proceed with negotiations.

Motion to allow Luttjohann to move forward with negotiations capping at \$3500 and using his discretion on the location by Hohenstein, second Bradley; roll call vote passed with all ayes.

Visitor and Member Services Report—Luttjohann stated that the member survey is also for non-members. Bombard wondered how many surveys have been completed. Luttjohann said the results he reported are from 105 but as of today the number rose to 130 and the hope is to have at least 200 participants. The survey remains open to receive a larger sample.

Hohenstein presented a new membership application for Avalon Audio/Video and Smart Home
Approval of New Member

Motion for approval Hohenstein, second Bradley; passed unanimously.

Marketing Report—Miller reported the funding approved in March was used for a spring campaign which is showing good results. TV commercial spots ended May 8 and digital media continues through the end of the month. Digital billboards in the LA area have completed their run but static billboards are up until the end of May. Hosted Media saw Good Morning Arizona (GMAZ) in May and a Spanish film, 'Viajeros Cuatro' in April. Miller requested GMAZ share their drone footage and received a positive answer. PR resulted in 25 pieces of coverage, 360K estimated views for a combined audience of 188 million.

Events Report—DeMyer announced the Taste Around Avalon has one participating restaurant and signups are through Monday. There are three Xceptional concerts in the summer series and raffle prizes are needed. She stated tonight's Mixer is at Antonio's and next month, Catalina Museum for Art and History will host. A ServeSafe Fixer was held and the Shred event was very successful with 648 boxes dropped for shipment to the mainland. The Lodging Open House on May 4 had 11 properties participate and 28 attendees. Catalina Pride Celebration is set for June 18 with a full day of activities: including a parade, beer garden, music on the stage, Casino lights in rainbow colors and Catalina Beverage ordered rainbow BudLight bottles which are available through June. The Annual Installation of Officers and Directors is at the Airport-in-the-Sky restaurant on July 21. Bombard asked about a back-up plan due to light participation for the Taste event. Luttjohann hopes more restaurants will participate and if not, Taste will be cancelled but Restaurant Week could continue. Luttjohann expanded on the Pride Celebration saying there is a larger flag this year that will fly at the stage and the library is honoring June as Pride month. Bombard requested a copy of the Pride flyer for Catalina Express to include on their monitors.

Proposed 2022-23 Meeting Schedule—Luttjohann noted some adjustments are necessary to the meeting schedule included in the Board Packet. He announced the October 20 meeting and Mixer will move to October 13 as the COA annual FallFest is held on the third Thursday. The June 15 date clashes with graduation so CITA activities were shifted to June 8. No other conflicts were noted at this time.

BOARD MEMBER UPDATES

Fornasiere said the documentary on Jani Eisenhut and her life on the island will be shown on May 21. Food is included, members are free with non-members paying only \$5; doors open at 7pm and film begins at 8pm. The Museum is happy the Mixer will be held there in June. The 1st Friday event will show The Wackiest Ship in the Army on June 3. The film relates to the current WWII Norman Rockwell exhibit and will be a fun movie.

Kielpinski announced the Airport-in-the-Sky Restaurant will restart the evening BBQs on May 26. He would like the word to get out about plumbing repair at the airport June 6-10 and its effects. The restaurant will offer grab and go items only and the restrooms will be closed. He said the Avalon Ball was great and thanked the many volunteers. The Conservancy had a new microwave dish installed at the Airport for their internet. The contractor informed them of a connectivity grant for a fiber network. This fiber cable could be helpful to everyone on the island and be installed on the ocean floor in the channel. The paperwork was submitted with the award to be announced in June.

Bombard noted Catalina Express is seeing bookings for boat travel being made 1-2 weeks out. She highly recommends making reservations early. Lavelle noted Catalina Tours is also seeing this trend of requesting tours earlier than in the past and stated that Catalina Coffee & Cookie Co cannot participate in the Taste of Avalon due to staffing.

Lavelle raised the issue of teacher housing when boats are cancelled as several teachers commute daily. She requested any hotels providing discounts, homeowners with a vacant home or a room to rent to contact the school. Luttjohann added it is not just teachers, school admin staff also commute. Villalobos stated that IEX can offer a discount and it might possibly be cheaper than staying overnight in a hotel on days boats are cancelled yet helicopters still run. Hohenstein asked how many teachers commute and Lavelle stated about a third of the staff. Fornasiere wondered if Emma would move up or if a principal might be found among LBUSD mainland administrators. Hohenstein asked about Steve Hall retiring and Ponce affirmed, saying he's been a teacher for 33 years. Luttjohann mentioned that scaffolding will be at the school for a long period during renovations which will result in moving classrooms.

ADJOURNMENT

There being no further business to come before the Board, Chair Kielpinski adjourned the meeting at 2:19pm.