



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

**Thursday, November 16, 2017**

### **CALL TO ORDER**

The meeting was called to order at 12:59 pm by Chair Julie Bovay

### **DIRECTORS PRESENT (13)**

Bovay, Fornasiere, Wilson, Howell, Puchala, Foley, Montano, Alkibay, Hoefs, Paret, Ponce, Salinas, Jinkens

### **DIRECTORS ABSENT (6)**

Stevenson, Costello, Hite, Leyva, Kielpinski, Wade

### **STAFF PRESENT (4)**

Luttjohann, Miller, Warner, Johnson

### **GUESTS (2)**

Dave Creigh, Cinde MacGugan-Cassidy

### **INTRODUCTIONS**

The newest Board Member, Tim Foley was introduced and welcomed. He fills the spot vacated by Villarama and is the Branch Manager of US Bank, Avalon office.

### **CONSENT ITEMS**

Approval of Minutes from October 2017

Motion for approval by Ponce, second Hoefs. Passed unanimously

Approval of Financials October 2017

Motion for approval by Paret second Ponce. Passed unanimously

### **REPORT FROM THE CHAIR**

Bovay reported there was no meeting of the Executive Committee this month. She also mentioned that this is the last Board meeting of 2017.

### **ACTION ITEMS**

New Chamber of Commerce Member

Application for new membership of Sue Lynde @ Nation Wide Real Estate Executives was presented. Motion for approval by Paret, second Jinkens. Passed unanimously

Approve Audited Financials—Luttjohann reviewed the financials stating there were no material findings and any recommendations will be made at a later date. He went on to explain a few highlights and pointed out that many of the largest operating expenses are pure tourism promotion. Bovay, Jinkens and Puchala contributed to discussion. Luttjohann reported that taxes will be filed soon, as Executive Committee was sent a draft copy of them today. MacGugan-Cassidy had questions about the mobile Visitor Center. Luttjohann replied that the idea is on hold for the moment due to budget. A donor has generously offered to pay for the vehicle meaning costs involved will be for graphics and staff. Motion for approval by Howell, second Jinkens. Passed unanimously

### **DISCUSSION AND POSSIBLE ACTION**

Bovay opened discussion to establish policy regarding elected officials that may also serve on Catalina Island Chamber of Commerce & Visitors Bureau (CICoC&VB) board of directors. Jinkens asked about the current policy and Luttjohann explained that the current by-laws are silent on that issue. Salinas believes that if an elected official is serving on the board, they should abstain from making public statements as a CICoC&VB board member. Montano feels there is no need to adopt a new policy. MacGugan-Cassidy mentioned how nasty the last election was and that the Chamber received the brunt of public opinion due to the various community views on Vons. She stated that elected officials can be on the CICoC&VB board representing a business, not as a politician. Paret echoed that there is no need for change of policy. Jinkens suggested the Candidate Forum may wish to partner with media and that the role of the CICoC&VB to business is simpler here vs. large cities where districts cause more divisiveness. He also said that business needs community and vice versa. Wilson says we can't control community opinions, and there is a common interest among business to provide the best experience for visitors. Bovay doesn't foresee any backlash or that spending would be affected. Fornasiere added that if an elected official were on CICoC&VB board they can abstain from an issue and remove themselves from the room during discussion. Luttjohann interjected that the CICoC&VB works to be transparent and hopes the community sees that. Jenkins commended Luttjohann for transparency and the way the CICoC&VB is run. Board members agreed no change was needed in the by-laws and therefore a vote was not necessary.

Cruise Industry Update—Wilson attended the FCCA conference and was disappointed with presentation; many were absent, fixing issues with their ports in the Caribbean due to hurricane damage. He was able to talk up Catalina Island to only 8-10 executives this year. CLIA-North West meeting mainly focused on Alaska and Canada. Cruise the West includes Catalina Island with Vancouver joining that category; attendance there was poor as well. Jinkens asked about Mexico safety issues and offered congratulations to Creigh, Wilson and Luttjohann for their progressive stance on upcoming CARB legislation that would have a major impact on Catalina Island. Wilson stated that the topic was presented at Cruise the West and there is a good chance it will be dealt with in a positive way. He gave credit to Creigh for meeting with the proper person who was helpful with important verbiage of the argument. Ruling by CARB is expected September 2018.

GoTo Catalina Marketing Co-op—Miller explained the co-op between Catalina Express, Catalina Island Company and the CICoC&VB is being retired. While the quarterly contests were generating entries and database information, these entries were not converting into island visitation. A comparison of contest entries to bookings indicated only 1% of the entrants to the GoTo Catalina contest were converting to island visitation. As a group, the GoTo Catalina partners are evaluating new programs in possible new markets to encourage longer stays during the off season which will translate to more tourist dollars spent here during specific need periods.

### **Marketing Report**

Group Sales & Marketing Report—Miller provided an updated comparison on groups RFPs and leads processed through the CICoC&VB. In 2016 there were 87 total RFPs distributed as leads compared to YTD 2017, 216 leads have been distributed; resulting YTD increase is 148%. Miller indicated the Groups Committee met and discussed changes to their co-op campaign with efforts next year primarily being focused on improving site content, paid search and specifically targeting corporate groups. Miller asked all co-op partners to provide status of groups leads in order to determine conversion. This is the biggest

hurdle facing the co-op sales and marketing effort. Leads are being produced but results need to be recorded and the only way to do this is if the co-op partners report their results.

Miller reviewed the latest website results, which accurately show comparison site statistics to previous year. Site visits to CatalinaChamber.com have increased 14.9% for the month of October. The site traffic increase is a direct result of the paid digital campaigns running.

Miller indicated she will begin to develop the consumer marketing efforts for 2018 in December.

#### Events Report

Mixers & Fixers—Warner reported that last night at the Holiday Inn Resort approximately 45 attended the November Mixer. A ribbon cutting by mayor Anni Marshall recognized the recently completed renovations. The Catalina Escape Room provided entertainment with special 10-minute escapes; no group was successful. There will be no Mixer in December, but for 2018, Warner urged hosts to contact her to sign up. Both Fixers earlier in November were well attended—ServSafe and TIPS. Upcoming Fixer will be on the mandated Polystyrene ban. The City of Avalon Rec Dept will put on this event to educate businesses about the upcoming law.

New Year's Eve—Warner announced 335 out of 600 New Year's Eve tickets have been sold meaning sales are ahead of last year at this time.

Shop Catalina—Warner stated this annual event is scheduled for December 2. A sign-up sheet and information is available on-line. CCoC&VB is working with the Catalina Island Museum sharing the carolers for their respective events.

#### President's Report

Luttjohann summarized highlights of his report. A discussion ensued on various aspects of film permits; permit process, the perspective of Catalina Express, film guide updates, drones and student projects. The President's report is on file.

#### Board Member Reports

Board Member Jenkins reported on the three Catalina Broadband meetings yesterday. He said that the head of the corporation attended and it was announced that Catalina Broadband plans to be fully digital within a year. Of the three meetings, the last was open to the public. The distribution system, after reaching the island, is where some issues arise. Upgrades and future needs were discussed. Montano met with the company privately in an effort to address issues at the Metropole Hotel & Marketplace. Paret revealed that the Catalina Island Medical Center converted to fiber optics which is expensive but speed will not diminish, even when number of users increase.

Board Member Fornasieri reminded all the Chihuly glass exhibit closes December 11 at 5pm. The December 8 Christmas theme 1<sup>st</sup> Friday event is the last opportunity to view Chihuly at night. December 9, the Museum is sponsoring their Holiday Season Celebration at the Avalon Theatre. Kids with McCoy Rigby Conservatory of the Arts and select students from Avalon Schools will perform, followed by a screening of 'It's a Wonderful Life' starring Jimmy Stewart.

Luttjohann asked board members to check their attendance to see if they are eligible to receive New Year's Eve tickets.

#### **ADJOURNMENT**

There being no further business to come before the Board, Chair Bovay adjourned the meeting at 2:22 pm

