



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

**Thursday, November 17, 2022**

### **CALL TO ORDER**

The meeting was called to order at 1:03pm by Chair Bryce Noll. This meeting was held in the Founders Room of US Bank and via Zoom.

### **DIRECTORS PRESENT (15)**

Noll, Bombard, Fornasiere, Kielpinski, Villalobos, Bradley, Flathers, Foley, Hohenstein, Maistros, Paret, Ponce, Stevenson, Teng, Wright

### **DIRECTORS ABSENT (4)**

Allen, Glass, Gorelczenko, Vega

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

Luttjohann, Miller, Warner, Johnson, DeMyer

### **GUESTS (4)**

Tyler Wilson, Mike Bone, Gregory Carson, Jeff Burghardt

### **CONSENT ITEMS**

Approval of Minutes from October 27, 2022

Motion for approval Hohenstein, second Bradley; passed with abstention by Kielpinski

Presentation and Approval of October 2022 Monthly Financials

Luttjohann highlighted a few items from the submitted financials commenting that Membership is up credited to new members, New Year's Eve sales are strong and that Certified Folder might be asked to boost distribution of the 2022 Visitor Guide.

Motion for approval Paret, second Fornasiere; roll-call vote passed unanimously

### **REPORT OF THE CHAIR**

January Retreat—Noll had planned to focus on Board education for the 2023 Board Retreat. However, Luttjohann and Maistros joined him in a recent discussion for a joint meeting of the City of Avalon (COA) Council and Catalina Island Tourism Authority (CITA) to work on communication between COA and CITA. Villalobos joined the meeting at 1:10. The proposed meeting would require the public be involved due to Brown Act regulations. Noll asked for discussion on which topic is best for the Board Retreat. Ponce likes the idea of the COA/CITA meeting. Paret feels Board education has value, is imperative for legal and other reasons, and he recommends the use of a consultant. Fornasiere said the Board Retreat can be the joint meeting with COA. Discussion included Fornasiere saying a moderator should come from outside the island community and that she appreciated comments at this morning's Marketing Conference from PacificaHost organization marketing staff, who are not from the island. Noll wondered the cost for moderators which Paret feels will be about \$8K. He added they must prepare, read the by-laws, get to know the organization to be effective. Fornasiere would like to see two meetings so each subject can be addressed. Hohenstein agreed adding that January and February should be worked on with schedules of all involved.

Motion to allow Luttjohann a budget not to exceed \$10K for Board training and to hire a moderator by Noll, second Hohenstein; roll-call vote passed, all ayes.

City Lease Agreement for Webcam—Luttjohann reported on the new location for the webcam and lease agreement with COA. KTLA will partner for a media exclusive right to utilize the image on their broadcasts. The monthly charge from Catalina Broadband will resume and COA is charging \$1 per year to lease the space. Jeff Burghardt stated the KTLA agreement is really a no-cost agreement with benefits like Wendy Burch traveling to the island to report on Shop Catalina and a spend of \$15K for TV spots.

Motion by Kielpinski to sign the lease, second Fornasiere; passed with abstention by Maistros

### **REPORT OF THE PRESIDENT**

Luttjohann reviewed and submitted his written report stating he updated the September numbers for hotel occupancy. He mentioned CARB meetings and the USDA Grant that could fund an underwater fiber cable.

### **DISCUSSION AND POSSIBLE ACTION ITEMS**

Film Liaison Report—Luttjohann announced that the Catalina Island Conservancy would like to utilize him as their film liaison. Luttjohann is currently the film liaison for COA. This simplifies the film permit process for production companies. Luttjohann will receive Conservancy training. He stated the generous offer with commission is also a savings for the Conservancy. Kielpinski stated they approached Luttjohann and are happy to get this off their plate; he feels it is beneficial to consolidate the process.

Motion by Noll to allow Jim to sign the film liaison agreement, second Hohenstein; passed with abstention by Kielpinski

Visitor and Member Services Report—Hohenstein presented two new membership applications: Avalon Destinations, LLC; and Island Donuts.

Approval of New Members

Motion for approval Hohenstein, second Kielpinski; passed unanimously

Marketing Report—Fornasiere started by saying that anyone absent at the Annual Marketing Conference earlier in the day missed out. She felt it was a great presentation with the Mayor and all City Council in attendance. Much material was covered and Miller will share the information. Hohenstein was impressed by insights Howard Tietjen relayed. Noll stated the conference was well attended.

Warner announced the 2023 Visitor Guide proof should arrive next week for final changes and printing is scheduled for January 10, 2023.

### **REPORT ON CATALINA ISLAND TRIATHLON, 2022**

Mike Bone reported Triathlon attendance is down; runs do well and are back to 2019 numbers. The upcoming 50-miler in January is up 16% ahead of its last event but the Triathlon is different. The Triathlon contract has one more year and even though the event is not profitable he will honor the agreement. Bone said the landscape of Avalon has changed since 2019 and Covid; 2021 had 150 participants and 2022 had 248 sign-ups; the last year of Renegade's contract, 400-430 athletes participated. Challenges include the safety of the bike course which should never have more than 400. The costs continue to increase; lifeguards are higher and if there were more sign-ups the costs go even higher. In the late 90s Triathlons were growing but now they are not. The Fire Captain wants the bikes on Lower Terrace, but Bone says that is a bad idea for safety. He feels it is time to look at a different future for the Triathlon and suggested working with the Conservancy on a Gravel Ride as those are building in popularity. Hohenstein wondered if the 2023 event should move forward. Kielpinski believes it should with a look at the nationwide trends and asked what it takes to be profitable. Bone said they must get 400 to be profitable adding, Olympic years triathlons are popular but then it goes away. The bike is the factor and safety concern for Avalon. Bone is willing to help find a vendor to produce a Gravel Ride if that is decided. Kielpinski asked the Triathlon move forward for 2023 and to look for a new event the following year. Bone said Gravel Riders like hills and inclines which Conservancy land provides. He is passionate about triathlons but also is passionate about the island and wants to help an event succeed.

Events Report—DeMyer reminded the Mixer is tonight at Toyon Grill, 6-8pm with 45 people signed up. January 19, 2023 the Catalina Island Fitness Center will host the Mixer. Shop Catalina is noon-8pm, December 3 with activities, treat sales, Jingle Singers, Santa and the tree lighting. New Year's Eve Gala reservations show 470 people which is ahead of pace

from last year. Fornasiere wondered if a maximum number has been set; DeMyer said 650. Luttjohann reminded that the following year will be the 50<sup>th</sup> NYE Gala and the desire is to take it up a notch.

### **BOARD MEMBER UPDATES**

Fornasiere apologized if the construction at the Museum has stopped anyone in traffic and added the brief stops should only be over the next week. The First Friday of December event is virtual with Sven Kirsten. Loyola Marymount choir performance on December 17 will involve Avalon Schools joining the choir and exhibits will be open that night.

Paret announced that the CIMC is recruiting another doctor as Davis has moved to Montana. In February a dialysis expert will explain all that is involved in providing those services locally. There is a plan to remodel the lab to provide infusion therapy. A Ketamine clinic would impact chronic depressions and PTSD. Plans for the new hospital are almost ready to move forward with architectural design.

Hohenstein said the Canyon Inn Resort will undergo renovations utilizing a rolling closure. They are renting the old Vons as storage.

Noll reported on an auctioneer that could be engaged and would offer 50% discount for non-profits at which he would sell a Catalina Package.

Bombard said the winter schedule for Catalina Express is live. She reminded attendees to book early as departures do sell out. The Best of Winter program provides discounts on hotel and boat packages, November 6 through March 17.

### **ADJOURNMENT**

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