



Wednesday, November 13, 2025

MINUTES: Meeting of the Board of Directors

CALL TO ORDER

The meeting was called to order at 3:45pm by Chair Cinde Cassidy. The Catalina Island Tourism Authority (CITA) meeting was held at St. Catherine's Terrace with in-person attendance.

DIRECTORS PRESENT (15)

Cassidy, Stevenson, Fornasiere, Allen, Bergman, Bombard, Bradley, Flathers, Hohenstein, Latorre, Leyva, Maistros, Skelton, Upton, Welham

DIRECTORS ABSENT (4)

Alkibay, Beach, Garcia, Say

STAFF PRESENT (6)

Luttjohann, Miller, Warner, Hernandez, Stevenson, Smith

GUESTS (13)

Heather Milburn, Rixie Serpas, Sue Yoon, Marianne Carson, Alex Dobi, Ben Villalobos, Joe Buscaino, Melissa Knudtson, Lars Finanger, Maddy Scanlon, Chelsea Fulghum*, Michelle Gronkowski*, Collier Cook*

*arrived at 4:40 pm

BOARD CHAIR REMARKS

Cassidy requested guests introduce themselves. She mentioned 11 evaluation responses were received for the October meeting.

APPROVAL OF CONSENT ITEMS

Luttjohann presented the October 15, 2025 Board Minutes included in the packet for approval.

Motion for approval Fornasiere, second Bergman; passed with abstention by Upton

DISCUSSION & POSSIBLE ACTION ITEMS

Audit & Financial Oversight Committee Update—Luttjohann reminded that RFPs are sent out every three to five years. Being at the five-year mark, there is an RFP posted on the website seeking bids for the annual audit.

Policy 3.3 Financial Condition and Activities—Melissa Knudtson presented findings from the 2024-25 audit year, ending June 30, 2025. She stated the financials are in line with basic accounting principles and generally accepted. Gift certificates continue to remain a large item on the balance sheet. Total current assets are \$728,800 with positive net assets. There was \$2mil spent on marketing with an actual ad spend of \$672,393. TOT is 73% of all operating revenue. On October 29, Knudtson finished a successful audit.

Motion to approval audit findings by Hohenstein, second Stevenson; passed unanimously

Quarterly Financials—Two quarters were presented and included in the packet.

Motion to approve quarter ending June 30, 2025 by Bombard, second Bradley; passed unanimously

Motion for approval of the quarter ending September 30, 2025 by Welham, second Upton; passed unanimously

Fiscal Year End Tax Returns—Taxes for the 2024-25 fiscal year were included in the packet and presented by Knudtson. A motion for approval was requested.

Motion to approve fiscal year 2024-2025 taxes by Hohenstein, second Bergman; passed unanimously

Events Report—Luttjohann mentioned two funding action items; Otillo and the 2026 Concert Series. Lars Finanger gave a presentation for the Otillo event and a request for funding. Due to Covid and unexpected delays, Otillo events were forced to cancel and the approved funding dates lapsed. A request to approve \$10K retroactive funding for the successful 2025 event was made. Finanger said they utilized 30 volunteers, would like to change the event from Spring to Fall, and future races anticipate 500 people. Stevenson mentioned that Mike Bone supports this event and Hohenstein agreed that Bone understands racing events. Cassidy said funds could be used as seed money by the new Event Director. Bombard stated CITA committed to this and feels it would be bad to not pay the funds.

Motion to pay \$10K for the Otillo 2025 and allocate \$10K for the 2026 event by Hohenstein, second Leyva; passed unanimously

2026 Concert Series—Luttjohann said \$35K was budgeted last year for the concerts. Maddy Scanlon recognized an increase is a huge ask but stated The Perfect Event lost money on the 2025 concerts. If ABBA is excluded a saving of \$3K is expected and the total would be \$52K without that band. Hohenstein wondered if restaurants might donate meals for the band and their crew. There was a suggestion to ask Ray McKeown if ABBA can be booked with less people. Cassidy would like to see local musicians play a summer concert. Three concerts might be done for \$45K or \$55K for four. Digital promotion would add \$1K; up to \$4K for four concerts.

Stevenson motioned to approve four concerts not to exceed \$55K, second Maistros; passed unanimously
Scanlon returned to the room and Cassidy informed her of the Board's decision.

Luttjohann provided a staff update saying Makenna Hubert will fill Janet DeMyer's event position. Hubert is scheduled to begin her position as event manager on November 24.

Policy 1.1 Tourism Growth—A CEO report is required for November.

Motion for approval of report by Fornasiere, second Upton; passed unanimously

Visitor and Member Services Report—Luttjohann presented two membership applications. New members are Coyote Joe's and Erba Catalina.

Motion to accept Coyote Joe's by Hohenstein, second Skelton; passed with abstention by Leyva

Motion to accept Erba Catalina by Fornasiere, second Bergman; passed unanimously

Correspondence—Copies of recent correspondence are included in the packet. Luttjohann reminded he is in negotiations with the City of Avalon for the Pleasure Pier Visitor Center location lease.

ADJOURNMENT to Care for Catalina Session

Chair Cassidy adjourned the Board meeting at 4:38pm.

REOPEN SESSION

The Board Meeting was reopened at 4:40pm to present progress on Event Director applicants. The agenda stated an update on staffing and candidates would follow the Care for Catalina meeting. Luttjohann handed out information on three candidates saying each gave great pitches. The review panel included Luttjohann, Alkibay, and Bone. Each of the remaining candidates (Chelsea Fulghum, Michelle Gronkowski, Collier Cook) rotated into the meeting to be introduced.

FINAL ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned by Chair Cassidy at 5:45 pm.