



**P.O. Box 217  
Avalon, CA. 90704**

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

**Thursday, October 19, 2017**

### **CALL TO ORDER**

The meeting was called to order at 1:01 pm by Chair Julie Bovay

### **DIRECTORS PRESENT (14)**

Bovay, Fornasiere, Howell, Stevenson, Puchala, Costello, Montano, Alkibay, Hoefs, Paret, Ponce, Kielpinski, Wade, Jinkens

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

Wilson, Hite, Salinas, Leyva

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

Luttjohann, Miller, Warner, Johnson

### **GUESTS (8)**

Ray McKewon, Kevin Norton, Greg Bombard, Cinde MacGugan-Cassidy, Bob Greenlaw, Jordan Monroe, Dan Huncke, Karlos Salinas

### **PRESENTATIONS**

Bob Greenlaw reported on City of Avalon public works projects. He explained the current paving project and the upcoming five-way complete that will diminish confusion and create pedestrian areas at the five-corner intersection. The City would like to create traffic paths for pedestrians and bicycles, encouraging use of golf carts only when absolutely necessary. The Pier will be undergoing renovations October 2018 to April 2019 but operations will continue during that time. In relationship to this project, the City is receiving a grant for approximately \$8million. Extensive storm damage to Pebbly Beach Road means repairs are necessary along that important stretch of road; funding from FEMA should contribute \$150k into that fund. He noted that additional curb ramps are needed to update accessibility throughout the City. There is a push to keep the waterfront safe and clean. The current cleaning rotation takes 8-10 weeks. The City Public Works Department does the "heavy lifting," yet, it is hoped the community will work as a team to keep areas presentable between cleanings. A plan is needed to improve sidewalk safety, reduce repairs to pylons and pavers, but may prove to be less convenient for delivery personnel when conveying goods and freight.

Ray McKewon of Exceptional Music gave a Power Point presentation on the 2017 Concert Series. A printed report is on file. In addition to the Concert Series, Exceptional Music is responsible for producing concerts for Descanso Beach Club, and organizing The Catalina Wine Mixer and Buccaneer Days. Due to budget constraints of the Catalina Island Chamber of

Commerce & Visitors Bureau (CICoC&VB), Xceptional Music is seeking other sponsors to allow continuation of the Concert Series. Board Member comments indicated that the concerts are enjoyed by many, but funding solutions are still needed.

### **CONSENT ITEMS**

Approval of Minutes from September 2017

Motion for approval by Ponce, second Costello. Passed unanimously

Approval of Financials July and August 2017

Motion for approval by Howell, second Jinkens. Passed unanimously

Approval of Financials September 2017

Motion of approval by Paret, second Ponce. Passed unanimously

### **REPORT FROM THE CHAIR**

Bovay reported there was no meeting of the Executive Committee this month.

Board of Director Member Vote

Bovay announced that Tim Foley, manager of US Bank, agreed to fill the Board Member seat vacated by Villarama.

Motion for approval by Jinkens, second Costello. Passed unanimously.

Board Position

Bovay asked for future discussion and clarification on board positions. The agenda being tight, she asked that Board Members give it thought and as a future agenda item, policy can be determined.

### **ACTION ITEMS**

2018 Candidate's Forum

Luttjohann sought Board advice as to whether the CICoC&VB should continue to be the host/sponsor of the Candidate Forum. Ponce, Montano, Howell, Jinkens, MacGugan-Cassidy and Fornasiere expressed a desire to continue the event. Comments were made related to the problems of the last election along with hopes that the upcoming one will be better. Motion for CICoC&VB to continue sponsoring the event by Fornasiere, second Jinkens. Passed unanimously. More discussion ensued about a partnership possibly involving The Avalon Bay News and/or The Catalina Islander.

New Chamber of Commerce Member

Application for new membership by Mountain and Sea Adventure was presented. Motion for approval by Montano, second Puchala. Passed unanimously

### **DISCUSSION AND POSSIBLE ACTION**

Puchala and Greg Bombard announced the Catalina Express: Share Your Birthday Promotion will be ending December 31. Bombard wished to thank the Board Members and the community for embracing the birthday campaign and contributing to its success for the past five years. New publicity and promos are in the works with winter packages soon to be introduced.

Dan Huncke explained the concept of the new Artisans Market. Three criteria were important to organizers: Farmer's Market, gathering place for the community, and opportunity for local artists. The goal was to have at least 10 vendors. If produce and food products were allowed exclusively, only a few vendors would participate. The first event on September 26

had 13 vendors and the next market is October 24, 10am-3pm; both on Tuesday, a cruise ship day. Initially, the market was to be weekly, but is scheduled monthly. Jinkens and Hoefs expressed need for vetted policy, input from the community, not a cruise ship day, and not necessarily on Crescent. Fornasiere interjected that a Farmer's Market is welcome by locals, but being held on a cruise ship day, they are working and cannot attend. Bovay agreed with the community need for a Farmer's Market and utilizing a non-cruise ship day. She also suggested business owners be contacted to hear their opinions. Montano referred to the event as a swap meet of sorts—stating tacos are not necessary, jewelry and art are not necessary and a swap meet is not necessary, however a Farmer's Market is needed. Huncke took the discussion in and said that they will revisit the date and place. He also reminded all, tonight from 5-9pm, is the annual Fall Fest.

Cruise Industry Update—Luttjohann gave a reminder on the upcoming CARB legislation and that there will be an appeal if ruling does not exclude Catalina Island. Jinkens added that any decision won't be made until November or December and that State representatives in the Assembly and Senate stand behind Catalina Island.

Go To Catalina Marketing Co-op—Miller described the co-op between Catalina Express, Catalina Island Company and the CCoC&VB. Together, there is work on conversion and analysis of the campaign and to evaluate the effectiveness of the program. There will changes to the concept increasing awareness of the destination and ultimately increasing business with winter stays. There is also an effort to reach travelers living in another state as they tend to stay longer and will spend more. Internet being a prime concern among businesses, Luttjohann explained a program called "loon," as in balloon. This is a 100-day temporary internet provider that is used in areas in need. He submitted a needs statement for use during the busy period of the year. This being a Google-funded project means no cost for the service. A reminder was given to be noisy and report internet problems to Catalina Broadband as they need to hear all complaints or there may be claims they were unaware of problems.

## Marketing Report

Miller gave details on the Annual Marketing Meeting attended by 50 and stated that Carl Ribuado gave a strong presentation. His points included talk of strategic discounts and the importance of their limited use; expressed the need to give reasons to visit in the off-season to expand the slow months; and there must be belief in the product/brand. She also announced that RFPs have increased 100%, year to date but mentioned a challenge of getting information from the properties and services. Miller extended a welcome to the Visit California Board Meeting October 25 on the island. Jinkens complimented Miller on her efforts and work done so far in increasing awareness and her success bringing more people to the island.

Group Sales & Marketing Report—This campaign is developing and the desire is to market to different entities making it a win for all.

## Visitor Services & Membership Report

Luttjohann announced that the Catalina Island Trip Advisor page was claimed by the CCoC&VB. Warner gave a final appeal for membership payments that were due July 1. Now being October, members without paid dues, will be dropped tomorrow.

## Events Report

Mixers & Fixers—Warner noted the November 15 Mixer is a Wednesday and will be held at the Holiday Inn. On the site is the Catalina Escape Room which will offer a special 10-minute escape experience. Upcoming Fixers include ServSafe on November 1 and TIPS on November 8. The ServSafe led by Tom Ross at a cost of \$110, is necessary for at least one employee per location in the food service business. TIPS is a recommended 3-hour class for those selling alcoholic beverages and is \$40 per participant.

New Year's Eve—Warner reported 270 New Year's Eve tickets have been sold putting sales ahead of last year at this time. Dual Graphics will print postcards detailing the event which will be mailed to 1500, be available for businesses to display, and will be included with a Visitors Guide when mailed from the Pier office. Volunteers are needed for New Year's Eve and those interested can request their name be added to the list.

Catalina Island Triathlon—Luttjohann stated current registration exceeds last year. There have been organization meetings with Sheriff, City and Fire. A discount code is available for local participants that wish to register. For those interested, but unable to complete all three segments, relay teams are allowed.

#### President's Report

Luttjohann deferred to his written report which is on file.

#### Board Member Reports

Board Member Fornasiere revealed that October 28 the museum will show Close Encounters of the Third Kind with special guest Joe Alves, speaking at 6pm. November 3 is their upcoming 1<sup>st</sup> Friday event, a wine and paint night with inspiration driven by Chihuly glass on exhibit in the museum. The December 1<sup>st</sup> Friday will feature carolers and a Christmas theme. Next week is The Big Draw, a two-night county-wide event that gives all ages a chance to be creative and draw a picture of the home they were raised in, current residence, or dream home. A multi-day event, November 1-5, will celebrate Day of the Dead, inspired by the art of Jose Guadalupe Posada.

Board Member Puchala disclosed Catalina Express is holding a social media contest in conjunction with the museum, has a holiday gift card promotion and a magazine spread in Locale magazine. She offered Catalina Express schedules that begin October 24.

Board Member Kielpinski expressed that the Conservancy will host the second Halloween in the Garden on October 29 in the Botanical Gardens. Last year 600 attended this event which is no cost for locals.

Luttjohann announced that the Atwater will remain open weekends only and is accepting reservations the week between Christmas and New Year. The remodel will move forward, but won't mean a full closure as originally believed.

#### **FUTURE MEETING AGENDA REQUESTS**

No further requests were made with the exception of Bovay's suggestion earlier in the meeting.

#### **ADJOURNMENT**

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