



MINUTES: Meeting of the Board of Directors

Thursday, October 27, 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, Villalobos, Allen, Bradley, Foley, Glass, Gorelczenko, Maistros, Ponce, Stevenson, Teng, Vega, Wright

DIRECTORS ABSENT (4)

Kielpinski, Flathers, Hohenstein, Paret

STAFF PRESENT (4)

Luttjohann, Miller, Johnson, DeMyer

GUESTS (5)

Tyler Wilson, Maddy Stevens, Cinde Cassidy, Ray McKewon, Mike Bone

PRESENTATION AND FINAL REPORT ON CATALINA CONCERT SERIES 2022

Ray McKewon reported on the 13th year of the Xceptional Catalina Concert Series. McKewon stated that 110+ concerts have been presented since inception including Wine Mixers, Catalinaville, New Year's Eve, corporate and private events. The presentation included a video screen shared with on-line attendees. McKewon reminded that Catalina Island Tourism Authority (CITA) TOT funds must be spent on marketing and music. The current \$33K budget garnered a profit of \$399 for Xceptional Music. McKewon is looking to retirement and proposes that 2023 begin a gradual transition to bring The Perfect Event onboard and increase the budget about \$2K. Bombard asked if \$2K is enough and McKewon said no but he is trying to ease in a price increase. Luttjohann said each October McKewon is required to report on the past Concert Series with Board Members deciding on a budget for the upcoming year.

Motion to approve \$35K for the 2023 year by Glass, second Bradley; roll-call vote passed unanimously.

PRESENTATION ON CATALINA TRIATHLON

Mike Bone presented a brief explanation of the Triathlon being held this upcoming weekend. He stated attendance is down and accounts it to cost and logistics. Participants transport their bikes on the boat and traditionally travel alone not combining with a family vacation. Historically sign-ups have been 500-700 with numbers this year significantly lower. Bradley shared she only received a few calls this year about renting a bicycle. Bone stated future events may include eBikes which USA Triathlon has under consideration. Foley left the meeting.

CONSENT ITEMS

Approval of Minutes from September 22, 2022

Motion for approval Fornasiere, second Vega; passed unanimously

Presentation and Approval of Final Audited Financials, FYE June 30, 2022

Luttjohann discussed the June 2022 final audited financials included in the Board packet.

Motion for approval Bombard, second Noll; roll-call vote passed unanimously

Presentation and Approval of Draft Tax Return FY 2021-22

Motion for approval Fornasieri, second Bombard; roll-call vote passed with abstention by Glass

Presentation and Approval of September 2022 Monthly Financials

Luttjohann highlighted two small revisions and shared from his City of Avalon (COA) Manager meeting they discussed enhanced holiday decorations.

Motion for approval Fornasieri, second Noll; roll-call vote passed unanimously

REPORT OF THE CHAIR

Council Members Lavelle and Schickling meeting—Noll reported on a meeting he held with Luttjohann and two Council Members earlier in the week. The discussion included why the budget is where it is and was positive as the attendees were engaged, questioning, understanding and interested. There is hope for a further conversation as there were 12 points to discuss yet time allowed only four to be addressed. Glass affirmed he heard talk of taking away TOT funding from CITA. Noll stated this meeting cleared up misconceptions on how marketing is done, cost and the fact that social media marketing is paid marketing. Luttjohann asked all Board Members with questions or if issues are brought to their attention, please request a similar meeting. He advised that CITA financials are available online. Bombard reminded the Thursday Update includes media links of recent PR visits.

Stakeholder Survey results—Luttjohann reviewed the Stakeholder Survey results included in the Board packet. There were issues like the pool, noted in comments, which is not even a CITA project. Luttjohann indicated that the upcoming Marketing Conference is a place to hear and discuss marketing plans. Noll mentioned when he receives comments on management staff not in the office he counters with, because they are out and about town working. Trash was another concern blamed on visitors but some accumulates overnight and that is a local problem. Housing is an obvious concern raised in the survey. Luttjohann warned that if TOT should go away and funds are used to build housing, the workforce will be much smaller if there are no visitors. Luttjohann requested further comments or questions please bring to him or Noll. Foley reentered the meeting.

Brown Act rule changes—Noll noted the Brown Act is not required for CITA but is followed. The changes to come January 1, 2023 include disclosing others in the room for on-line presence transparency. As meetings are held in person and via Zoom, this possibility should be reported by remote attendees.

REPORT OF THE PRESIDENT

Luttjohann reviewed and submitted his written report. The current occupancy rate charts show Santa Barbara and Santa Monica higher than Catalina Island. He reported on his recent FCCA attendance saying Cassidy attended in place of Vega, who underwrote her expenses. Luttjohann stressed the importance of being in front of cruise executives at these conferences and invited businesses to bundle excursions for the cruise industry. Noll thanked Vega for his support and recognized the efforts of Buddy Wilson over past years. Noll reinforced the significance of representation at these conferences and noted it took 20 years to get Disney here.

DISCUSSION AND POSSIBLE ACTION ITEMS

Visitor and Member Services Report—Luttjohann reported on the current status of members with unpaid dues; there are a few dropped members and some CITA is awaiting promised payment. Luttjohann announced Veronica Padilla is joining the Visitor Center staff on November 1 as a full-time employee.

Marketing Report—Fornasieri requested Board Members sign-up and attend the annual Marketing Conference, Thursday, November 17, 9am-noon. She reminded this is important for all to attend as it guides direction for the future. Miller added the presentation will include where CITA has been and where the organization is going. Fornasieri reported the new website launch is scheduled for February 2023. She also announced a new campaign 'Tis the Season' for November and December utilizing paid digital, connected TV, a social media carousel, and 15- and 30-second commercials. There will be a push for Shop Catalina in November and New Year's Eve a bit later. Glass had seen billboards on the mainland and asked what was still up. Luttjohann was at LAX recently and saw one there. Fornasieri reminded the Catalina Beverage trailers are on southland streets and highways featuring advertisement wraps. Miller noted the Marketing Conference will have a segment on how marketing campaigns have a direct effect on Catalina Island cash registers. Bombard stated she and Miller remain in contact to assure there is no duplication of marketing

services between Catalina Express and CITA. Glass suggested a quarterly commercial be featured on local channel 3 showing what has been done. Fornasiere asked Board Members to tout Luttjohann to the nay-sayers. She reminded of the Colorado syndrome where destination advertising was stopped, the market dropped to almost nothing, and still has not rebounded.

Events Report—DeMyer reported on the 2022 Concert Series and funds raised in raffles and beer garden. She reminded of the Mixer tonight, 6-8, at the Avalon Fire Station; next month, the Conservancy is the Mixer host. The triathlon is on October 29 with some CITA staff assisting with check-in. New Year's Eve Gala reservation sales are ahead of last year and there is a need for volunteers. Shop Catalina is noon-8pm, December 3 and features the tree lighting along with other events. A business decorating contest with judges walking around on that date includes prizes. Maistros stated the contract to decorate COA will be next year. This year, a 30-foot tree will be up by the Shop Catalina date. CITA pledged \$5K of the \$43K cost toward the lit tree and decorations for this year. DeMyer thanked all those contributors to the Concert Series raffles.

Cruise Committee Update—Luttjohann stated his President Report earlier included this update.

BOARD MEMBER UPDATES

Fornasiere stated the Museum's new exhibit, Tall Tiki Tales, opened October 22 with a reception that also featured Tongva contemporary artists of the Crossing Waters exhibit. She reminded the Museum is under construction but not closed. This project includes storage units added to the side lot purchased prior to the pandemic. This brings the collection on-site and the museum can work on becoming accredited. Glass asked what that meant and she replied it helps with grants and funding. November 1, 5-9pm is the annual Día de los Muertos Family Festival. December 17, LMU will return and perform a free holiday concert.

Bombard said the next schedule for Catalina Express will be printed and available very soon.

Noll reported that Catalina Island Medical Center has preliminary approval to open the gym.

Allen announced the Two Harbors Microbrew Festival will be held on November 5, 1-4pm.

Luttjohann stated that yesterday there was a goodbye party at the Conservancy for Tony Budrovich, a former Board Member.

FUTURE AGENDA ITEMS

Luttjohann said the community clean-ups have not been forgotten.

Fornasiere asked for a future discussion on connectivity. Luttjohann said the undersea fiber is one option but that 'middle-mile funding' is uncertain. Lavelle is closely aligned with this project as the government must be involved.

Cassidy stated it was a privilege to be chosen as the replacement for Vega at the FCCA conference.

ADJOURNMENT

There being no further business to come before the Board, Chair Noll adjourned the meeting at 2:54pm.