



MINUTES: Meeting of the Board of Directors
Thursday, March 23, 2017

CALL TO ORDER

The meeting was called to order at 1:03 pm by Chair Julie Bovay

DIRECTORS PRESENT (10)

Bovay, Paige, Howell, Puchala, Miller, Salinas, Wilson, Paret, Alkibay, Jinkens

DIRECTORS ABSENT (9)

Budrovich, Stevenson, Hernandez, Villarama, Costello, Hite, Wade, Fornasiere, Hoefs

STAFF PRESENT (5)

Luttjohann, Miller, Lincoln, Johnson, Chavez

GUESTS (4)

Cinde MacGugan-Cassidy, Erin Eubank, Peter Brooks, Cliff Hague

PRESENTATIONS

Cliff Hague, trained as a zoologist, gave a report on Mosquitos, Zika & Tourism. He refers to mosquitos as 'flying hypodermic needles' and on Catalina Island none have been found to carry the Zika Virus. The Tiger and Yellow Fever Mosquitos are not native to California and they can carry the virus. There have been 524 reported cases in California with 116 of those cases in the Long Beach/Los Angeles area. The Zika Virus goes beyond pregnant women and their fetus; studies are in process, but children and adults may also be affected. The impact on tourism can be detrimental when a state of emergency is declared, but working with an abatement program is most helpful. In Florida, the aggressive program proved advantageous to the entire USA in limiting the spread of infected mosquitos. Los Angeles County was mentioned as a resource that could work with the City and Conservancy. Citizens must be diligent and it was suggested that the upcoming Health Fair provide information on how best to keep the mosquito population from growing on the island.

CONSENT ITEMS

Approval of Minutes from February 2017

Motion for approval by Paige, second Jinkens. Passed unanimously

Approval of Financials February 2017

A brief explanation was offered by Luttjohann.

Motion for approval by Miller, second Salinas. Passed unanimously

REPORT FROM THE CHAIR

Bovay shared that the February 16 Executive Committee meeting included discussion on the Greeter Program. She further stated that the program has been suspended. A committee will research new programs and a spruced-up version, possibly involving technology, should make its debut by July 1.

ACTION ITEMS

Approve New Members—Catalina Chimes Tower Foundation, Café Metropole and All Grace Events were brought before the board for approval as a new members. Motion for approval by Salinas, second Jinkens. Passed unanimously

Approve Nominating Committee Members—Howell, Bovay and Miller were brought before the board for approval as members of the Nominating Committee. Motion for approval by Jinkens, second Salinas. Passed unanimously

DISCUSSION AND POSSIBLE ACTION

Potential Members for the Board 2017-2020

The Board of Directors is seeking potential members for beginning a term July 2017 and continuing for three years. Salinas and Wilson are eligible to serve for another term and expressed a desire to remain. Board members were informed in hopes they can help find persons to fill spaces that will be opening.

Marketing & Group Sales Report

Miller reported that two large groups of 100+ planners will be visiting the island; June 15, 2017 and March 15-17, 2018. Also group RFPs are way up with a total of 80 this year—the goal is 88 by the end of March; last year there were 88 RFPs for the entire year. California is highlighting activities for children with their Kidafornia campaign and Catalina Island is joining with Kidalina. A kid's page is being built on the Chamber website; Miller requested photos and information be submitted. The Chamber will utilize its first blog in association with the kid's page.

Visitor Services & Membership Report

Luttjohann announced that Villarama received the list of licensed business owners from the City and is working on encouraging new members to join the Chamber.

Event Reports

Mixers & Fixers – Luttjohann advised that hosts are still needed for Mixers in April and June. MacGugan-Cassidy suggested that the Pier Mixer was a fun one that may warrant repeating and it could be hosted by more than one business. Paret stated that the Hospital would host one at their Medi-Spa once it is ready. Luttjohann also mentioned that there will be more ribbon cuttings for members and businesses. He requested that upgrades and remodels be

brought to his attention as they would be a good opportunity for this type of photo op, with the business not being required to host an event.

July 4th—Luttjohann reported that a fireworks agreement is signed and the Chamber is moving forward with planning. The partner split between the Chamber and City along with sponsorships will provide finances for the event. Luttjohann informed the Board that no TOT dollars are spent on fireworks and they were asked to correct those that may be misinformed. The theme that day is “Raise Your Flag.” The mayor is working on having Chicago Cubs representatives here, which could provide inclusion of the “W” Flag.

President’s Report

Luttjohann summarized highlights of his report. This included a proposal from SMG Consulting on capacity vs. needs. At this time, there was discussion between Wilson and Jinkens on the City’s role, budget, water and tourism. President’s report is on file.

Board Member Reports

Board Member Wilson reported that he attended the Cruise the West conference Florida. There was limited meeting time, but he did let individuals in the cruise industry know that Catalina Island was represented. Wilson welcomed ideas to improve Catalina Island visits; overall they are happy with Avalon stops. The cruise industry is healthy and growing which indicates larger ships will be sailing the Catalina Island route in the future.

Board Member Jinkens explained that the streets are being dug up to replace aging salt water valves. Notice of ‘no salt water’ will be placed on doors of homes affected. Necessary electrical repairs are currently underway at the treatment plant.

Board Member Puchala announced that a different schedule for Catalina Express begins April 7. March 30 the current edition of the Catalina Express Magazine will be available; a copy was brought to share. A new birthday commercial will be seen on local TV stations. The 15-second spot along with recently replaced billboards translate to more island visitors.

ADJOURNMENT

There being no further business to come before the Board, Chair Bovay adjourned the meeting at 2:47 pm.