



Marketing Committee
11:15 am
Board of Directors Meeting
1:00 pm

AGENDA

Thursday, March 17, 2022
In Person or Online via zoom
Founder's Room @ US Bank
(face covering required)

In consideration of others, please turn off cell phones prior to the beginning of the meeting.

Tim Kielpinski, Chair
Nicole Hohenstein '24, Past Chair* (2nd)
Bryce Noll '23, Chair Elect* (2nd)
Ben Villalobos '22, CFO
Dave Stevenson, Marketing Chair*
Amanda Bombard '24
Tim Foley '24
Sharon Gorelczenko, '24
Mesa Bradley '23
Vacant '23

Michael Ponce '23 (2nd)
Vacant '23
Levent Alkibay '22 (2nd)
Bart Glass '22
Steve Hoefs '22 (2nd)
Jason Paret '22 (2nd)
Gail Fornasiere, Catalina Island Museum
David Maistros, City of Avalon
Roberto Perico, Two Harbors
Jim Luttjohann, President & CEO

**= Member Executive Committee/ '24 = year term expires on 6/30*

Join meetings by Zoom

<https://us02web.zoom.us/j/82301353406?pwd=Sm42R0RFUHVRa2RZWm1CV0wzQ3diZz09>

Meeting ID: 823 0135 3406

Passcode: 866691

One tap mobile

+16699006833,,82301353406#,,,,*866691# US (San Jose)

Dial by your location

+1 669 900 6833 US (San Jose)

Meeting ID: 823 0135 3406

Passcode: 866691

Find your local number: <https://us02web.zoom.us/u/kdjCRx8OGt>

Marketing Committee Meeting: 11:15 am

I. Call to Order

II. Introductions

Mission: To attract visitors and advocate for commerce on Catalina Island

P.O. Box 217, Avalon, CA 90704 310-510-1520 LoveCatalina.com

III. Marketing Programs Review/Update

- a. Paid Media
- b. PR/Unpaid Communications
- c. Website and Social Media
- d. 2022 Visitors Guide and Map
- e. Travel Show

IV. Influencers and IMM Events Update

V. Member Updates

- a. What's new
- b. Business outlook for spring & summer

VI. Adjourn

Board Meeting 1:00 pm

I. Call to Order

II. Introductions & Recognitions

III. Presentation—Mike Bone/Spectrum Sports

Catalina Races: Marathon, Triathlon and Trail Run

IV. Consent Item(s)

- a. Approve Minutes
 - i. February 17, 2022*
- b. Presentation of Financials—Ben Villalobos
 - i. Final January 2022*
 - ii. February 2022*

V. Report of the Chair—Tim Kielpinski

- a. TOT/TBID update
- b. Call for Nominating Committee members FY 22-23
- c. Call for Nominations for two vacant board seats (partial terms through June 2023)

VI. President's Report*—Jim Lutjohann

VII. Discussion & Possible Action Item(s)

Mid-year allocation of \$200,000 funds based on true-up-Jim Lutjohann

- a. SMARInsights Member & Stakeholder Surveys @ \$12,000*
 - b. 62Above additional Tourism Promotions @ \$135,513*
 - c. Simpleview Website redo @ up to \$40,000*
 - d. Xceptional Music, Catalina Pride Entertainment @ \$11,000 (includes \$3k media)
- Total estimate \$198,513**

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US Bank Lease Agreement

Avalon City Council Candidates Forum

Marketing Report—Dave Stevenson

- a. Recap Marketing Committee Meeting
- b. 2022 Rack card and Map
- c. 2022 Visitor Guide mailings

Visitor & Member Services Report—Nicole Hohenstein

- a. New Member Incentive plan
- b. Members reinstated

Events Report—Janet DeMyer

- a. New Year's Eve, updated financials
- b. Concert Series
- c. Mixers & Fixers
- d. Lodging Open House
- e. June 18, 2022 Catalina Pride
- f. July 4th Fundraising
- g. Annual Meeting and Installation of Officers/Directors

Cruise Industry Report—Jim Lutjohann

- a. Disney Cruises inaugural visit March 31, 2022
 - i. Port Agreement
 - ii. Welcome Event
- b. 2022 Conventions and Trade Shows
 - i. Seatrade, April Miami, FL. David Creigh will attend with CTW
 - ii. FCCA, June, San Juan PR.

Film Liaisons Report—Jim Lutjohann

- a. Recent and pending permits, scouts and cancellations
- b. FLICS meeting recap

VIII. Board & Member Updates

IX. Future Agenda Items

X. Adjourn

* information included in board packet

Audio/Video Recording may be used for accuracy of minutes and actions

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Future Meetings

April 21, 2022

Cruise Committee @ 11:15 am
Board of Directors @ 1:00 pm

May 19, 2022

Visitor & Member Services Committee @ 11:15 am
Board of Directors @ 1:00 pm

June 16, 2022

Crisis Communications or Bylaw Review Committee @ 11:15 am
Board of Directors @ 1:00 pm

July 21 2022

Annual Meeting and Installation of Officers & Directors Time/Location TBD

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