



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

**Thursday, May 18, 2017**

### **CALL TO ORDER**

The meeting was called to order at 1:00 pm by Chair Julie Bovay

### **DIRECTORS PRESENT (16)**

Bovay, Paige, Howell, Stevenson, Miller, Salinas, Wilson, Puchala, Villarama, Costello, Hite, Hoefs, Paret, Wade, Fornasiere, Jinkens

### **DIRECTORS ABSENT (3)**

Budrovich, Hernandez, Alkibay

### **STAFF PRESENT (5)**

Luttjohann, Warner, Miller, Lincoln, Johnson

### **GUESTS (4)**

Bob Greenlaw, Tim Kielpinski, Ray McKewon, Cinde MacGugan-Cassidy

### **PRESENTATIONS**

The report by Lauren Schlau scheduled for this meeting, was postponed until June.

Bob Greenlaw was introduced by Jinkens, who highlighted Greenlaw's qualifications as the new Director of Public Works for the City of Avalon. Greenlaw reported on projects, improvements and maintenance that are on the horizon for the City of Avalon. Greenlaw cited the competitive nature of government-funded hazard mitigation for disaster relief and the necessity to be expeditious if applying for these funds becomes necessary.

Ray McKewon of Xceptional Music gave a report on the Concert Series that is currently in its 8<sup>th</sup> annual season. The shoulder season has seen concerts added since last year. The next concert will be the Avalon Musician Review; Johnny Vickers' band will close, due to the quality of their performance. In addition to the Chamber of Commerce & Visitors Bureau-sponsored Concert Series, McKewon mentioned the upcoming Descanso Beach concerts. Luttjohann added that the Todo Mundo concert attendance was affected by the weather conditions and the threat of cancelled boats.

### **CONSENT ITEMS**

Approval of Minutes from April 2017

Motion for approval by Wilson, second Fornasiere. Passed unanimously

## Approval of Financials April 2017

A brief summary was offered by Luttjohann. Motion for approval by Howell, second Villarama. Passed unanimously

## **REPORT FROM THE CHAIR**

Bovay announced that due to new responsibilities and obligations, Hernandez felt it necessary to submit his resignation as a member of the board. This leaves a position open on the board. Attendees were encouraged to think of members that could possibly fill this space.

## **DISCUSSION AND POSSIBLE ACTION ITEMS**

### Marketing & Group Sales Report

Miller reported on current media coverage; SouthWest Airline's magazine, Sunset Magazine, LA & OC Weekly, several digital services and cable TV. She explained that in April of the 17 leads, three were corporate and that the first half of May already received 17 leads. The MPI SoCal group of 150 people, stay in Avalon March 1-3, 2018. This group will consist of 60% planners and 40% suppliers, which translates to an increase in future visitors. Stevenson added that corporate groups benefit the island because they generally are mid-week and off-season events.

### Visitor Services & Membership Report

Villarama disclosed that the committee is in discussion on ways to change membership dues; kicking around various ideas, nothing firm at this point. There is a desire for more participation among members as current engagement stands at 25%. She invited five non-members to the May mixer in hopes they understand benefits and join.

### Event Reports

Relay for Life – Warner reminded attendees of the American Cancer Society walk on June 3. The route has changed to downtown vs. the former venue of Joe Machado Field. Those wishing to form a team or join the Chamber & Visitors Bureau "Team Samantha Strong" were encouraged to sign up.

Concert Series – Lincoln recounted the lineup for the concerts this season; Catalina All Stars is scheduled next on June 16, followed by Siren's Crush, Stones, Abba, uke-fest and more. Lincoln also announced the spring/summer marketing opportunities of annual banner and eBlast advertising. She explained ad sizes and mentioned that signing the contract would offer eBlast posting options from June through December. Luttjohann interjected that July 4<sup>th</sup> sponsorship was available at different levels and that sponsors can bank advertising for later in the year. As a reminder, Lincoln noted dates for the 13<sup>th</sup> annual Taste Around Avalon (June 1, 5-9pm) and Restaurant Week (June 2-8).

Mixers & Fixers – Warner declared that 95 attendees had signed up for tonight's mixer. The peer-to-peer mixer on the pier will have prizes, food, and several businesses will answer questions at their respective tables/booths, offering information to kick off the season. Those wishing to experience the new 'Cyclone' must be at the pier by 5:15 to sign a waiver, as that boat leaves at 5:30 for a half hour ride; mixer is 6-8pm. Warner asked for input on the mixer and board meeting scheduled in June as there is a conflict with graduation. It was decided that the next mixer would be on June 8 at the Catalina Island Medical Center and that the board meeting would be held on June 22. Reminders will be sent out as members are accustomed to board meeting and mixer being held on the same day.

Ribbon Cuttings – Luttjohann invited all to attend the May 23 ribbon cutting at Steve's Steakhouse and Seafood. It is scheduled for 11am and it will be nice for the photo to show a good turnout.

## President's Report

Luttjohann summarized the highlights of the President's report, which is on file. During presentation of the report, Wilson generously offered to purchase and donate a tri-bike for the mobile visitors center. In conjunction with explanation on the Cruise Industry meetings, Wilson affirmed that Carnival had enlarged their Long Beach docking facility, which suggests their commitment to stay on the West Coast; no guarantees to include Catalina Island on their itinerary, but it seems to be a good indicator. Jenkins added that the mole project needs support and funds to cement the proposed ideas; without proper endorsement, the project will be limited.

## Board Member Reports

Board Member Wade confirmed that the grand opening of Harbor Sands at Two Harbors was delayed, due to weather and is rescheduled for June 4. The Cyclone will leave from Avalon at 10:30am ferrying guests to the isthmus. The event is noon-2pm; attendees are asked to RSVP.

Board Member Fornasiere shared that First Friday at the museum on June 2 will be a Rusack wine tasting event.

Board Member Costello announced the Just for the Halibut tournament is scheduled for June 11. This annual event is a benefit for Avalon youth activities.

Staff Member Luttjohann reminded members to notify the Chamber & Visitors Bureau of new or added information, events, programs and activities; this will enable Visitors Bureau staff to properly inform day-trippers, vacationers and locals.

Board Member Puchala reported that Catalina Express birthday signups were down 7%, believed to be due to changes in the promotion. She also divulged that passenger counts are down 2% overall this year, accounted to weather issues from January to now. Puchala stated that passengers will be surveyed July 31-Aug 6 or 7.

Board Member Hite disclosed information on scammers calling, presenting themselves as 'Edison,' demanding immediate payment with a credit card and threatening power would be shut off. Edison doesn't call and won't shut off on weekends. Bovay added that Tech Shack can help Edison customers with billing issues and collects payments.

## Requests for Future Agenda Items

Luttjohann told Salinas his suggestion on branding and a visitor-friendly domain name was not forgotten and should be on June's agenda.

## **ADJOURNMENT**

There being no further business to come before the Board, Chair Bovay adjourned the meeting at 2:26 pm.