



**MINUTES: Meeting of the Board of Directors
Thursday, November 17, 2016**

CALL TO ORDER

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

DIRECTORS PRESENT (15)

Bovay, Paige, Howell, Budrovich, Miller, Hernandez, Puchala, Villarama, Costello, Hite, Hoefs, Paret, Wade, Fornasiere, Jinkens

DIRECTORS ABSENT (4)

Stevenson, Salinas, Wilson, Alkibay

STAFF PRESENT (4)

Luttjohann, Miller, Warner, Johnson

GUESTS (1)

Tim Kilpinski

CONSENT ITEMS

Approval of Minutes from October 2016

Motion for approval by Hite, second Howell. Passed unanimously

Approval of Financials October 2016

After a brief explanation by Luttjohann with some discussion by Budrovich and Jinkens there was a motion of approval by Villarama, second Hoefs. Passed unanimously

REPORT FROM THE CHAIR

Bovay reported the Executive Committee is scheduled to meet December 7 for the CEO's annual review. It was requested any comments or suggestions be sent to her via email Julie@catalinas.net to be included in this upcoming meeting.

ACTION ITEMS

Approval of Luttjohann's board position with the Avalon Rotary Club
Motion of approval by Paige, second Jinkens. Passed unanimously

DISCUSSION AND POSSIBLE ACTION

Marketing Report

Miller reported on the November 10-11 Annual Marketing Conference in Huntington Beach. This was attended by 55 individuals that represented 39 Catalina Island businesses. Miller reported that approximately \$3million was spent on marketing which in turn attracted more than 1 million visitors. A business and visitor capacity vs. needs assessment must be developed first and then marketing goals and strategies set into place. Discussion ranged from praise for a successful event to questions on the data presented. Many attendees were also present at the SCICo hosted reception on November 10 at their Irvine corporate offices.

Event Reports

Mixers & Fixers – Warner reported there will be no mixers until 2017. She announced that the PLAY auction is tonight. Warner asked for those interested in hosting a mixer in 2017 to let her know so they can be placed on the calendar. December 15 the Lodging Open House will be held in Avalon with details to come; this evening will also include an Open House for the newly-redesigned Visitor Center. Warner also made a request that businesses view the proof of the 2017 Visitor's Guide prior to November 23 to make any corrections. Luttjohann gave thanks to Hite and Alkibay for a successful October mixer held at Catalina Beverage and Southern California Edison on November 3. Warner also reported that the December events calendar is available on-line and at the pier.

Holidays & New Year's Eve—New Year's Eve sales are fairly equal to last year at this time. Volunteers may sign up with Lincoln for the event. Board members were reminded that they are entitled to two tickets to the event.

Shop Catalina – Warner announced that Saturday, December 3 will be the event formerly known as Shop at Home. Comments and questions about the event were entertained. Businesses interested in participating must sign up by November 18. The City will decorate the pier this year with clear lights by this date as part of their Christmas lighting.

Visitor Services and Membership Report – Luttjohann introduced Villarama as head of the new Membership Committee. She is seeking two individuals

interested in serving on the committee. There was discussion on ideas to increase membership.

President's Report

Luttjohann summarized highlights of his report. Report is on file.

Board Member Reports

Board Member Jinkens stated that results of the City business survey will be made available at the end of November; briefly discussed the mole project as a welcoming, attractive site for visitors to be received and the possibility of two stories; Joe Machado field will be ready next week and reported on other projects such as street repairs and safety issues.

Board Member Budrovich reported that the Conservancy is struggling to validate financing the Airport-in-the-Sky runway renovations. The cost to redo the runway is estimated around \$3.5million. This airport is one of the top 10 destination airports in the world and is important to the island community. It was requested this topic be an agenda item for January 2017 Board Meeting.

Board Member Puchala explained the new Catalina Express Birthday promotion beginning January 1, 2017. The change will hopefully bring more visitors than the current 80,000-90,000 celebrants per year. The birthday person will travel for free when another individual purchases a full fare ticket.

FUTURE MEETING AGENDA REQUESTS

As stated above, the January 2017 meeting will include an agenda item to discuss the Airport-in-the-Sky runway project. A discussion to improve financing of the fireworks was suggested by Luttjohann to be on the agenda in February 2017.

ADJOURNMENT

There being no further business to come before the Board, Chair Bovay adjourned the meeting at 2:17 pm