



**MINUTES: Meeting of the Board of Directors
Thursday, October 20, 2016**

CALL TO ORDER

The meeting was called to order at 1:05 pm by Chair Julie Bovay

DIRECTORS PRESENT (14)

Bovay, Paige, Howell, Budrovich, Stevenson, Hernandez, Puchala , Costello, Miller, Wilson, Paret, Hite, Alkibay, Fornasiere

DIRECTORS ABSENT (4)

Villarama, Salinas, Wade, Jinkens

STAFF PRESENT (5)

Luttjohann, Miller, Warner, Lincoln, Johnson

GUESTS (5)

Tim Kilpinski, Steve Hoefs, Ray McKewon, Kevin Norton, Chuck Liddell

CONSENT ITEMS

Approval of Minutes from September 2016

Motion for approval by Paige, second Howell. Passed unanimously. Hernandez noted he did attend the September Board Meeting.

Approval of Financials June 2016

Motion for approval by Budrovich, second Wilson. Passed unanimously

Approval of Financials July 2016

Motion for approval by Budrovich, second Howell. Passed unanimously

Approval of Financials August 2016

Motion for approval by Paige, second Puchala. Passed unanimously

Approval of Financials September 2016

Motion of approval by Howell, second Costello. Passed unanimously

REPORT FROM THE CHAIR

Bovay reported Executive Committee discussed new health insurance carrier for employees. Samantha Prince is helping out by working remotely and a new administrative assistant Victoria Johnson was hired. Looking into possible change of employee retirement plan, seeking recommendations and open to suggestions. Luttjohann mentioned current work in regards to visitor center remodel; the audited financials have been presented to City of Avalon, Executive Committee and posted on website; discussed dip in membership which is not due to dissatisfaction.

ACTION ITEMS

Approve New Board Member—new Board Member elect Steve Hoefs was introduced and asked to step out for discussion and voting. Brief discussion included his island history and if approved, would mean a full slate of board members. Motion of approval by Costello, second Howell. Passed unanimously

Approve Audited Financials—audited financials, Luttjohann explained differences, auditor advice and adjustments. Budrovich brought up the possibility of change of auditors and requested a future agenda item be added to discuss this issue. Motion for approval by Budrovich, second Paige. Passed unanimously

Approve New Members—new members Travel Outlook and Gaia were brought before the board for approval as members. Budrovich questioned why they need approval and Wilson stated it allows for member input. According to by-laws new members must be approved by the board. Motion for approval by Wilson, second Budrovich. Passed unanimously

DISCUSSION AND POSSIBLE ACTION

Cruise Industry Update

Wilson went over the highlights of meetings with various cruise line executives outlined in his handout. There was discussion on the pier project including the challenges and its importance. It was mentioned that the City plans to send Jenkins along with Cruise Industry Committee to Miami but no date is known for this meeting. The handout is on file.

Marketing Report

Miller/Stevenson reported that of the groups marketing budget, \$29K year to date was utilized and \$56K was tracked as visitor spending (room nights, F&B). November 10-11 are the dates for the annual marketing conference this year to be held at Hyatt Regency in Huntington Beach. Luttjohann would like to see the annual marketing conference take place on the island every other year. SCICo is hosting an evening reception November 10 at their corporate offices in Irvine.

Event Reports

Concert Series – Ray McKewon gave a presentation on the Xceptional concert series. This was its 7th season and the series was extended this year to begin in March through September. Copy of this report is on file.

Mixers & Fixers – Warner reported the October mixer will be held at Catalina Beverage and Southern California Edison on November 3, 5-8pm. Due to conflict with the Fall Fest the mixer was rescheduled to this date. Future possibilities include visual/performing arts and a hotel open house. Luttjohann did a follow up report on the Water Hacks fixer and stated there was the added benefit of Gaia becoming a member.

Holidays & New Year's Eve—Lincoln reported on the National Bison Day contest being held in conjunction with the Conservancy; the Triathlon will be held on November 5 and numbers are up; a cruise ship will be in Avalon on Thanksgiving Day; and New Year's Eve sales are trending ahead of last year.

Visitor Services and Membership Report – Luttjohann reported that the Shop at Home night has been renamed Shop Catalina to include visitors in the demographics. He also stated that numbers are up of people that come into the visitor center on the pier seeking information.

President's Report

Luttjohann summarized highlights of his report. Report on file.

Board Member Reports

Board Member Puchala offered new Catalina Express schedules that begin October 25.

Board Member Budrovich reported that the Conservancy will be hosting Halloween in the Garden for the first time. The Garibaldi bus will provide transportation.

FUTURE MEETING AGENDA REQUESTS

No requests were made

ADJOURNMENT

There being no further business to come before the Board, Chair Bovay adjourned the meeting at 2:43 pm