



Meeting of the Board of Directors
1:00 to 3:00 pm, Thursday, April 19, 2018
Founder's Room, US Bank

A G E N D A

In consideration of others, attendees are asked to turn off cell phones prior to the beginning of the meeting.

Julie Bovay, Chair '20*
Gail Fornasiere, Chair Elect
Buddy Wilson Past Chair '20* (2nd)
David Howell, CFO '19*
Dave Stevenson, Marketing Chair*

Mark Costello '18 (2nd)
Tim Foley '18
Angela Puchala '18
Yoli Montano '18
Levent Alkibay '19

Ron Hite '19
Steve Hoefs '19
Jason Paret '19
Vacant '20
Michael Ponce '20
Thomas Salinas '20
Tim Kielpinski, Catalina Island Conservancy
Todd Wade, Two Harbors
Denise Radde, City of Avalon
Jim Lutjohann, President & CEO

**= Member Executive Committee/ '19 = year term expires on 6/30*

1. Call to Order
2. Introductions and Recognitions
3. Presentations:
 - a Catalina Broadband Proposal for WiFi Upgrades—Michael Piasecki & Dee Dee Siders
 - b Avalon School Concerns—Julie Perlin-Lee
 - c Catalina Island Medical Center: Captive Insurers—Jason Paret
4. Consent Calendar
 - Approve Minutes of March 2018*
 - Approve Financial Statements March 2018*
5. Report of the Chair—Julie Bovay
 - Executive Committee Meeting March 28, 2018
 - Other
6. Action Items
 - Report of Nominating Committee
 - Authorize website move to Simpleview from Searle
 - Catalina Concert Series Funding Allocation (Budget year 2018-19)

Mission: To attract visitors and advocate for commerce on Catalina Island
P.O. Box 217, Avalon, CA 90704 310-510-1520 CatalinaChamber.com

7. Discussion & Possible Action Items
 - Staff Retreat*
 - Board Fiduciary Responsibilities & Conflict of Interest*
 - Marketing Report—Cathy Miller/Michelle Warner
 - Hello Catalina Marketing Co-op
 - Group Sales & Marketing Subcommittee Report
 - Travel Shows & Concierge events
 - 2018 Pocket Map
 - Events reports
 - Mixers & Fixers—Michelle Warner/Jim Luttfjohann
 - Annual Meeting—Michelle Warner
8. President's report—Jim Luttfjohann*
9. Board member reports
10. Requests for Future Agenda Items
11. Adjourn

**Information included in board packets*

Future Meetings:

Usually 3rd Thursday of each month

☐

☐ Thursday May 17, 2018: 1:00 – 3:00 pm
Founder's Room, US Bank

☐ Thursday June 28, 2018: 1:00 – 3:00 pm**** Founder's
Room, US Bank

Annual Meeting, Thursday July 19, 2018: 6:00 pm. M
Restaurant by Zest

No Scheduled Meeting in August

Thursday September 20, 2018: 1:00 – 3:00 pm
Founder's Room, US Bank

Thursday October 18, 2018: 1:00 -3:00 pm Founder's
Room, US Bank

Thursday November 15, 2018: 1:00 – 3:00 pm
Founder's Room, US Bank

No Scheduled Meeting in December

****Fourth Thursday of month

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2017-18 Board of Directors Board Meeting Attendance Record

P = Present. E= Excused Blank = Absent

Bylaws: "A member of the Board of Directors who shall be absent from three (3) regular meetings of the Board of Directors in a fiscal shall be deemed to have submitted a resignation from the Board unless confined by illness or other absence approved by a majority vote of those voting at any regular meeting thereof."

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | |
|--------------------------|-------------------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|----------|
| | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | Attend % |
| 1 | Bovay, Julie* | P | N | P | P | P | N | P | P | P | | | 100% |
| 2 | Howell, David* | P | N | E | P | P | N | E | P | P | | | 100% |
| 3 | Stevenson, Dave* | P | N | P | P | | N | | | P | | | 70% |
| 4 | Costello, Mark | | N | P | P | | N | P | P | P | | | 80% |
| 5 | Puchala, Angela | P | N | P | P | P | N | P | P | P | | | 100% |
| 6 | Salinas, Thomas | P | N | | | P | N | P | | P | | | 70% |
| 7 | Wilson, Buddy* | P | N | P | | P | N | P | P | | | | 80% |
| 8 | Paret, Jason | P | N | | P | P | N | P | P | P | | | 90% |
| 9 | Hite, Ron | P | N | | | | N | P | | P | | | 60% |
| 10 | Alkibay, Levent | P | N | | P | P | N | E | | P | | | 80% |
| 11 | Wade, Todd | | N | | P | | N | | | P | | | 50% |
| 12 | Fornasiere, Gail* | P | N | P | P | P | N | P | P | P | | | 100% |
| 13 | Radde, Denise | P | N | P | P | P | N | P | P | P | | | 100% |
| 14 | Hoefs, Steve | P | N | P | P | P | N | P | P | P | | | 100% |
| 15 | Montano, Yoli | | N | P | P | P | N | P | P | P | | | 90% |
| 16 | Kielpinski, Tim | P | N | P | P | | N | | P | P | | | 80% |
| 17 | Ponce, Michael | P | N | P | P | P | N | P | P | P | | | 100% |
| 18 | Leyva, Ivan | | N | | | | N | | | | | | 30% |
| 19 | Foley, Tim | | | | | P | N | E | P | P | | | 100% |
| % of Directors attending | | 74% | | 58% | 74% | 68% | | 63% | 68% | 89% | | | |
| # of Directors attending | | 14 | | 11 | 14 | 13 | | 12 | 13 | 17 | 0 | 0 | 0 |

Average Meeting Attendance: 83%**Average Board Member Attendance: 71%**

* = Member of the Executive Committee

Minimum of 60% attendance required for complimentary reservations to New Year's Eve Gala



MINUTES: Meeting of the Board of Directors

Thursday, March 15, 2018

CALL TO ORDER

The meeting was called to order at 1:02pm by Chair Julie Bovay

DIRECTORS PRESENT (17)

Bovay, Fornasiere, Howell, Stevenson, Costello, Foley, Puchala, Montano, Alkibay, Hite, Hoefs, Paret, Ponce, Salinas, Kielpinski, Wade, Radde

DIRECTORS ABSENT (2)

Wilson, Leyva

STAFF PRESENT (4)

Luttjohann, Miller, Warner, Johnson

GUESTS (3)

Cinde MacGugan-Cassidy, Anni Marshall, Tony Budrovich

PRESENTATIONS

Jason Paret explained he has been working with Tom Martin on HMO-type insurance plans that would work for Avalon and Island residents. The presentation "Captive Insurers 101" by Martin may be given later in the meeting as Martin is unreachable at the present (and was not able to be contacted).

CONSENT ITEMS

Approval of Minutes from February 2018

Motion for approval by Salinas, second Puchala. Passed unanimously

Approval of Financials February 2018

Motion for approval by Hoefs, second Stevenson. Passed unanimously

REPORT FROM THE CHAIR

Bovay requested new Board Member nominations be presented to Fornasiere. The current Nominating Committee consists of Fornasiere (along with Wilson) and she welcomes any others

that wish to join the committee. Hoefs and Paret volunteered and were appointed to the 2018/19 Nominating Committee. Luttjohann and Bovay offered their assistance.

ACTION ITEMS

Board Member Attendance

Attention was brought to the fact that Board Member Leyva has zero attendance, missing six meetings since his term began. Luttjohann noted that three absences by a Board Member are considered a resignation but a Board vote is required to remove someone from the Board. A few Board Members have reached out to Leyva to encourage attendance, but his busy life has made it difficult. Luttjohann noted a change to the Board Attendance sheet for Howell, who had excused absences that were not recorded in that manner. He also requested if any Board Member feels their attendance record is incorrect to contact him or staff member Johnson. Motion by Salinas to direct the Board to take action and vacate the seat currently held by Leyva, second Paret. Passed unanimously

Annual Meeting

Warner announced plans for the Annual Meeting to be held on Thursday, July 19 from 6pm-9pm. The M Restaurant has penciled in this event, pending Board approval. Motion for approval of booking the Annual Meeting for July 19 at the M by Stevenson, second Paret. Passed unanimously.

New Chamber of Commerce Members

Applications for new membership were presented for Avalon Diving History Exhibit/Marine Animal Rescue and Long Beach Family Dentist. Bovay called for discussion and suggested both new members be bundled for the vote. Motion for approval by Salinas, second Paret. Passed unanimously

DISCUSSION AND POSSIBLE ACTION

Catalina Concert Series

Luttjohann reminded the Board, Xceptional Music is no longer under contract to the Catalina Island Chamber of Commerce & Visitors Bureau (CICoC&VB) for the Concert Series. He opened the discussion on the possibility of utilizing a few different productions. The idea is for local musicians to give two performances, A Perfect Event (similar to Xceptional) provide some acts, and Xceptional bring the popular Abba, Stones and Santana cover bands. This plan would provide 10 concerts (vs. nine in 2017) for \$3K more than last year. Several Board Members participated in the discussion including Bovay, Puchala, Fornasiere, with Salinas asking about marketing. Luttjohann mentioned that in the past, timelines were a problem and the hope is to improve the level of marketing material and get it sent out earlier. If dates are published earlier, it allows more time for visitors to plan travel to the island for a favorite concert. MacGugan-Cassidy was curious about the time, contracts, work, etc. if the budget was

not approved with the concert expense. No action was taken. Luttjohann will bring a full set of proposals for future consideration in advance of fiscal year 18/19 budget adoption.

Hospital Ballot Initiative

A survey had been previously distributed to the CCoC&VB Membership. Bovay disclosed results of the on-line survey—36.9% endorse, 36.9% neutral, 25% oppose. For the record she read a statement submitted by Wilson (on file). Discussion ensued with Montano, Fornasiere, Salinas, Paret, MacGugan-Cassidy and Radde all adding facts, opinions and feelings. Paret added that all pieces must be together for the system to work: hospital, clinic, long-term care and emergency room. He explained how Ballard came to the \$12mil price vs. the cost estimated today. He also stated that there were shrinking services over the years which addressed the issue of aid received from the City. He claims that as a community grows, if the services grow then revenue would increase. Stevenson interjected that as an employee of the Catalina Island Company, he must be neutral on the matter. Salinas mentioned that Wilson addresses worries about the impact to the city and the potential loss of revenues. Bovay called for a motion and Salinas moved to take a neutral stance. More discussion ensued on water and land issues. Salinas left the meeting. The motion died as it did not receive a second. A motion was made by Kielpinski to support the initiative with second by Hite. Budrovich declared that Kielpinski cannot make a motion because as a Conservancy employee, he must be neutral. Hite then made a motion to endorse the ballot initiative, second Hoefs. Bovay called for a show of hands vote: five yeas, five abstain, four did not vote; no majority. The topic was broached about who must abstain and if Paret should leave the room. Paret made the argument that all in the room are affected financially by the subject. The subject was postponed until later in the meeting to make paper ballots. After the Marketing, Events and President's Reports, the subject was reopened at 2:16pm with two more Board Members (Foley and Ponce) present. For the benefit of those attending late, Bovay recapped by rereading the survey results and Wilson's statement. Hite made a motion for the CCoC&VB to support the Hospital Initiative, second Howell. Bovay called for a vote, Paret left the room, 15 ballots were distributed and collected a few minutes later. The motion failed with no majority: seven support, eight abstain. Abstained: Bovay, Fornasiere, Hoefs, Kielpinski, Puchala, Radde, Stevenson, Wade.

Marketing Report

Group Sales & Marketing Report— Miller reported the Group Sales Committee met earlier today to finalize the 2018 marketing campaign scheduled to begin in April. This campaign is budgeted at \$58,250. The committee also debriefed on the recent meeting planner event held on the island, MPISCC(WE)Con weekend. This event was a resounding success with business proposals already out for future island business. The CCoC&VB plans a conference call with the (WE)Con organizing committee and will propose hosting this event once again next year on Catalina Island with the goal to become a permanent sponsor of the event. The committee agreed upon effective follow-up tactics to secure future and ongoing group business from (WE)Con. Miller announced the Society of Incentive Travel Executives (SITE) has, for a second year, selected the island as the destination for their June 7, 2018 'members only' occasion. This event should draw up to 140 incentive travel planners and suppliers from Southern California to the island.

Hello Catalina Marketing Co-op—Miller explained the current consumer marketing campaign components along with the campaign results from February 2018 and YTD. The early results to the "Hello Catalina Island" campaign that launched the end of January in the San Francisco DMA were also provided.

2018 Pocket Map—Warner reported that all ads have been sold for the map and she is tracking down the last of copy and artwork. Annually, 175,000 copies of the map are distributed and April 1 is the scheduled print date.

Event Reports

Mixers & Fixers—Warner announced tonight's mixer is at 6:00 hosted by Avalon Diving History Exhibit/Marine Animal Rescue on the ground floor of the Casino building. Mixer dates are still available for April and December. In May, Luau Larrys is planning to host, followed by the Catalina Island Museum in June and July is the Annual Meeting.

President's Report

Luttjohann deferred to his written report.

Board Member Reports

Board Member Fornasiere reminded all attendees of Comedy Night as the First Friday event, April 6 at the Catalina Island Museum. She also mentioned the lobby of the Museum has been transformed into their gift shop and the former gift shop space will become an added gallery.

Board Member Kielpinski reported on the restroom improvements in the interior by the Catalina Island Conservancy. He stated that by the end of April there will be seven new facilities up and running. The Parson's Landing road was graded for easier road access and the Trailhead building in Avalon is scheduled to open in August.

Board Member Radde announced there are now two write-in candidates qualified for the upcoming election: Anni Marshall, running for Mayor, had paperwork approved a few weeks ago and more recently Joe Sampson was verified as a candidate for City Council. Her concern was voiced about voting material not delivered into mail boxes yet.

Board Member Puchala revealed the Catalina Express summer schedule is on their website.

Future Agenda Items

Fornasiere wanted clarity on fresh water status. Hite responded that the reservoir is currently at 700 acre feet. MacGugan-Cassidy was concerned about a timeline for Phase 2 water rationing. Hite said, a good drenching rain would make an impact, but if not, the island should stay in Phase 1 until sometime in the Fall. He also mentioned the de-sal plant is adding supplemental water into the system. Due to the discussion, Fornasiere declared the matter need not be brought back at this time.

Luttjohann expressed a desire for an update on the proposed wifi upgrades.

Marshall believed the laundry may be a worthwhile subject, wondering how many hotels had utilized mainland facilities and if any of those had returned their business to the island.

Montano stated that the Hotel Metropole still uses facilities overtown. Marshall also mentioned the candidate forums brought questions about closures of businesses. Luttjohann added CCoC&VB had sent a survey to restaurants. A concern is that 500 seats are lost with the closures and if those seats are filled three times on a busy night, that translates to a loss of 1500 restaurant seats each summer evening. The survey addressed the possibility of more to-go patrons and asked if there was an interest in round table discussion.

ADJOURNMENT

There being no further business to come before the Board, Chair Bovay adjourned the meeting at 2:42 pm

Catalina Island Chamber of Commerce

Balance Sheet

As of January 31, 2018

March 31, 18

ASSETS

Current Assets

Checking/Savings

| | |
|----------------------------------|------------|
| 1000 · US Bank Checking Acct | 155,562.57 |
| 1010 · US Bank Money Market Acct | 146,422.78 |
| 1035 · Charles Schwab | 72,537.24 |

| | |
|------------------------|------------|
| Total Checking/Savings | 374,522.59 |
|------------------------|------------|

Accounts Receivable

| | |
|----------------------------|-----------|
| 1100 · Accounts Receivable | 26,287.46 |
|----------------------------|-----------|

| | |
|---------------------------|-----------|
| Total Accounts Receivable | 26,287.46 |
|---------------------------|-----------|

Other Current Assets

| | |
|--|-----------|
| 1040 · Petty Cash | 1,177.36 |
| 1050 · Visitor Change Fund | 50.00 |
| 1065 · Paychex Tax Impound Acct | 16,292.76 |
| 1090 · Prepaid Expenses | 52,859.31 |
| 1110 · Allowance for uncollectable acc | -815.80 |
| 1499 · Undeposited Funds | 2,310.00 |

| | |
|----------------------------|-----------|
| Total Other Current Assets | 71,873.63 |
|----------------------------|-----------|

| | |
|----------------------|------------|
| Total Current Assets | 472,683.68 |
|----------------------|------------|

Fixed Assets

| | |
|---------------------------------------|------------|
| 1270 · Intangible Assets | 1,380.00 |
| 1200 · Computer Hardware | 7,798.50 |
| 1205 · Computer Software | 47,214.95 |
| 1210 · Equipment | 5,768.09 |
| 1220 · Furnishings | 5,041.06 |
| 1260 · Trade Show Displays | 3,782.65 |
| 1280 · Leasehold Improvements | 103,138.45 |
| 1290 · Accumulated Depreciation/Amort | -65,119.24 |

| | |
|--------------------|------------|
| Total Fixed Assets | 109,004.46 |
|--------------------|------------|

| | |
|--------------|------------|
| TOTAL ASSETS | 581,688.14 |
|--------------|------------|

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

| | |
|-------------------------|--------|
| 2000 · Accounts Payable | 744.15 |
|-------------------------|--------|

| | |
|------------------------|--------|
| Total Accounts Payable | 744.15 |
|------------------------|--------|

Credit Cards

| | |
|------------------------------------|-----------|
| 2035 · US Bank Visa Community Card | 0.00 |
| 2020 · American Express Optima | 14,573.64 |

| | |
|--------------------|-----------|
| Total Credit Cards | 14,573.64 |
|--------------------|-----------|

Other Current Liabilities

2100 · Payroll Liabilities

| | |
|--|-----------|
| 2110 · Payroll Taxes Payable | 10,825.17 |
| 2120 · Retirement Contribution Payable | 208.19 |
| 2130 · Accrued Wages Payable | 41,764.11 |

Catalina Island Chamber of Commerce
Balance Sheet
As of January 31, 2018

| | <u>March 31, 18</u> |
|--|--------------------------|
| Total 2100 - Payroll Liabilities | 52,797.47 |
| 2121 - Employee IRA Deductions Payable | 379.20 |
| 2135 - Film Permits Payable to COA | 2,190.97 |
| 2150 - Ticket Sales Payable | -26.00 |
| 2160 - Gift Certificates Payable | 79,408.88 |
| 2180 - Prepaid Phone System Payments | 297.00 |
| 2200 - Sales Tax Payable | 57.00 |
| 2210 - Prepaid Membership Dues | 396.00 |
| Total Other Current Liabilities | <u>135,500.52</u> |
| Total Current Liabilities | <u>150,818.31</u> |
| Total Liabilities | 150,818.31 |
| Equity | |
| 3900 - Retained Earnings | 182,780.43 |
| Net Income | <u>248,089.40</u> |
| Total Equity | <u>430,869.83</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>581,688.14</u></u> |

Catalina Island Chamber of Commerce
Profit & Loss Budget vs. Actual 2017
July through January 2018

| | Jul - Mar 18 | Budget | \$ Over Budget | % of Budget | Annual Budget | % of Budget | Notes |
|--|---------------------|---------------------|-------------------|----------------|---------------------|----------------|---|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4550 • Membership Dues | 93,644.50 | 99,080.00 | -5,435.50 | 94.51% | 99,905.01 | 93.73% | Recent business closures |
| 4020 • Transient Occupancy Tax | 875,334.00 | 842,314.00 | 33,020.00 | 103.92% | 1,112,080.00 | 78.71% | City will adjust on future payments |
| 4000 • City of Avalon Rent Waiver | 16,848.00 | 16,848.00 | 0.00 | 100.0% | 22,464.00 | 75.0% | |
| 4200 • Advertising Income | | | | | | | |
| 4250 • Groups | 23,250.00 | 35,000.00 | -11,750.00 | 66.43% | 35,000.00 | 66.43% | will be about 10k short of goal due to fewer partners |
| 4210 • Visitor's Guide | 188,110.00 | 173,000.00 | 15,110.00 | 108.73% | 173,000.00 | 108.73% | Increased ad sales |
| 4220 • Maps & Brochures | 45,355.00 | 44,000.00 | 1,355.00 | 103.08% | 44,000.00 | 103.08% | |
| 4230 • Website | | 0.00 | 0.00 | 0.0% | 7,000.00 | 0.0% | Banner ad sales not yet launched |
| 4240 • Newsletters | 11,650.00 | 13,830.00 | -2,180.00 | 84.24% | 17,000.00 | 68.53% | Will continue to improve |
| 4200 • Advertising Income - Other | 5,021.50 | 0.00 | 5,021.50 | 100.0% | 0.00 | 100.0% | Co-op ad in Southwest Mag |
| Total 4200 • Advertising Income | 273,386.50 | 265,830.00 | 7,556.50 | 102.84% | 276,000.00 | 99.05% | |
| 4300 • Marketing Income | | | | | | | |
| 4310 • Tradeshows | 3,100.00 | 2,000.00 | 1,100.00 | 155.0% | 2,000.00 | 155.0% | |
| Total 4300 • Marketing Income | 3,100.00 | 2,000.00 | 1,100.00 | 155.0% | 2,000.00 | 155.0% | |
| 4400 • Program Service Revenue | 8,282.80 | 9,500.00 | -1,217.20 | 87.19% | 13,000.00 | 63.71% | |
| 4900 • In Kind Donations | 4,489.48 | 750.00 | 3,739.48 | 598.6% | 1,000.00 | 448.95% | |
| 5500 • Fundraising Income | | | | | | | |
| 5510 • Sales | 119,575.00 | 98,000.00 | 21,575.00 | 122.02% | 100,000.00 | 119.58% | NYE Increased sales |
| 5520 • Contributions | 12,364.30 | 23,000.00 | -10,635.70 | 53.76% | 23,000.00 | 53.76% | Timing of programs |
| 5500 • Fundraising Income - Other | 0.00 | 0.00 | 0.00 | 0.0% | 0.00 | 0.0% | |
| Total 5500 • Fundraising Income | 131,939.30 | 121,000.00 | 10,939.30 | 109.04% | 123,000.00 | 107.27% | |
| 5800 • Special Events Income | 8,180.00 | 2,000.00 | 6,180.00 | 409.0% | 2,000.00 | 409.0% | Increased concert donations |
| Total Income | 1,415,204.58 | 1,359,322.00 | 55,882.58 | 104.11% | 1,651,449.01 | 85.69% | |
| Cost of Goods Sold | | | | | | | |
| 5900 • Costs of Goods Sold | 895.99 | 900.00 | -4.01 | 99.55% | 900.00 | 99.55% | |
| Total COGS | 895.99 | 900.00 | -4.01 | 99.55% | 900.00 | 99.55% | |
| Gross Profit | 1,414,308.59 | 1,358,422.00 | 55,886.59 | 104.11% | 1,650,549.01 | 85.69% | |
| Expense | | | | | | | |
| 6000 • Advertising | | | | | | | |
| 6010 • Broadcast Advertising | 3,206.25 | 5,500.00 | -2,293.75 | 58.3% | 30,000.00 | 10.69% | |
| 6020 • Internet Advertising | 193,494.16 | 200,000.00 | -6,505.84 | 96.75% | 300,000.00 | 64.5% | |
| 6030 • Print Advertising | 14,725.80 | 32,000.00 | -17,274.20 | 46.02% | 60,000.00 | 24.54% | |
| Total 6000 • Advertising | 211,426.21 | 237,500.00 | -26,073.79 | 89.02% | 390,000.00 | 54.21% | Running one month behind on EXL |
| 6200 • Bank Service Charges | 521.11 | 150.00 | 371.11 | 347.41% | 300.00 | 173.7% | |
| 6210 • Credit Card Processing Fees | 8,745.21 | 9,800.00 | -1,054.79 | 89.24% | 11,000.00 | 79.5% | |
| 6250 • Business Licenses & Permits | 410.00 | 750.00 | -340.00 | 54.67% | 1,500.00 | 27.33% | |
| 6350 • Depreciation Expense | 0.00 | 0.00 | 0.00 | 0.0% | 2,500.00 | 0.0% | |
| 6400 • Dues & Subscriptions | 16,550.83 | 19,400.00 | -2,849.17 | 85.31% | 20,500.00 | 80.74% | Timing of billing |
| 6550 • Event Supplies | 0.00 | 1,800.00 | -1,800.00 | 0.0% | 2,000.00 | 0.0% | |
| 6650 • Government Relations Expense | 1,500.00 | 1,500.00 | 0.00 | 100.0% | 2,000.00 | 75.0% | |
| 6700 • Insurance | | | | | | | |
| 6710 • General Liability Insurance | 2,315.00 | 1,700.00 | 615.00 | 136.18% | 4,700.00 | 49.26% | |

Catalina Island Chamber of Commerce
Profit & Loss Budget vs. Actual 2017
July through January 2018

| | Jul - Mar 18 | Budget | \$ Over Budget | % of Budget | Annual Budget | % of Budget | Notes |
|--|--------------|--------------|----------------|-------------|---------------|-------------|--|
| 6720 • Health Insurance | 31,682.99 | 34,400.00 | -2,717.01 | 92.1% | 50,000.00 | 63.37% | Timing of billing |
| 6730 • Workman's Compensation Insuranc | 1,909.17 | 2,849.99 | -940.82 | 66.99% | 3,800.00 | 50.24% | |
| Total 6700 • Insurance | 35,907.16 | 38,949.99 | -3,042.83 | 92.19% | 58,500.00 | 61.38% | Timing of billing, anticipated bulk in March but now April |
| 6800 • Marketing Expense | 6,133.78 | 29,000.00 | -22,866.22 | 21.15% | 33,000.00 | 18.59% | |
| 6900 • Meals & Entertainment | 5,639.94 | 4,750.00 | 889.94 | 118.74% | 6,000.00 | 94.0% | Timing of events |
| 7000 • Meetings & Events | 9,554.54 | 18,700.00 | -9,145.46 | 51.09% | 20,000.00 | 47.77% | |
| 7050 • Miscellaneous Expense | 156.79 | 374.99 | -218.20 | 41.81% | 500.00 | 31.36% | |
| 7100 • Office Supplies | 4,030.71 | 5,100.00 | -1,069.29 | 79.03% | 7,000.00 | 57.58% | |
| 7200 • Payroll Expenses | | | | | | | |
| 7210 • Salaries & Wages | 321,165.77 | 318,000.00 | 3,165.77 | 101.0% | 412,000.00 | 77.95% | |
| 7220 • Payroll Tax Expense | 29,661.76 | 28,980.00 | 681.76 | 102.35% | 37,080.00 | 79.99% | |
| 7230 • Employee Benefits | 11,136.07 | 11,420.00 | -283.93 | 97.51% | 14,420.00 | 77.23% | |
| Total 7200 • Payroll Expenses | 361,963.60 | 358,400.00 | 3,563.60 | 100.99% | 463,500.00 | 78.09% | Timing of projects |
| 7350 • Printing & Reproduction | 103,079.15 | 107,000.00 | -3,920.85 | 96.34% | 130,000.00 | 79.29% | |
| 7370 • Equipment Maintenance | 1,195.00 | 2,300.00 | -1,105.00 | 51.96% | 3,000.00 | 39.83% | Anticipate some Arpil expense |
| 7380 • Equipment Rental | 11,455.83 | 11,250.00 | 205.83 | 101.83% | 15,000.00 | 76.37% | |
| 7400 • Professional Development | 0.00 | 2,050.00 | -2,050.00 | 0.0% | 4,000.00 | 0.0% | |
| 7460 • Postage & Freight | 53,699.52 | 53,500.00 | 199.52 | 100.37% | 75,000.00 | 71.6% | |
| 7500 • Professional Fees | | | | | | | |
| 7510 • Accounting | 16,417.75 | 15,700.00 | 717.75 | 104.57% | 18,200.00 | 90.21% | |
| 7520 • Consulting | 55,356.00 | 47,872.00 | 7,484.00 | 115.63% | 65,000.00 | 85.16% | |
| 7500 • Professional Fees - Other | 0.00 | 1,000.00 | -1,000.00 | 0.0% | 1,000.00 | 0.0% | |
| Total 7500 • Professional Fees | 71,773.75 | 64,572.00 | 7,201.75 | 111.15% | 84,200.00 | 85.24% | |
| 7535 • Uniforms | 130.48 | 500.00 | -369.52 | 26.1% | 1,193.00 | 10.94% | |
| 7600 • Rent Expense | 40,063.39 | 40,964.00 | -900.61 | 97.8% | 55,464.00 | 72.23% | |
| 7610 • Storage | 5,486.00 | 4,500.00 | 986.00 | 121.91% | 6,000.00 | 91.43% | |
| 7700 • Repairs & Maintenance | | | | | | | |
| 7710 • Building Maintenance | 2,527.45 | 4,000.00 | -1,472.55 | 63.19% | 5,000.00 | 50.55% | |
| Total 7700 • Repairs & Maintenance | 2,527.45 | 4,000.00 | -1,472.55 | 63.19% | 5,000.00 | 50.55% | |
| 7800 • Telephone | 6,092.32 | 5,800.00 | 292.32 | 105.04% | 7,300.00 | 83.46% | |
| 7900 • Travel Expense | | | | | | | Limited work travel YTD |
| 7910 • Conferences & Seminars | 2,087.25 | 3,500.00 | -1,412.75 | 59.64% | 3,500.00 | 59.64% | |
| 7920 • Lodging | 4,229.46 | 9,000.00 | -4,770.54 | 46.99% | 10,000.00 | 42.29% | Limited work travel YTD |
| 7930 • Parking | 489.39 | 250.00 | 239.39 | 195.76% | 300.00 | 163.13% | Limited work travel YTD |
| 7940 • Transportation | 7,237.28 | 8,750.00 | -1,512.72 | 82.71% | 12,000.00 | 60.31% | |
| Total 7900 • Travel Expense | 14,043.38 | 21,500.00 | -7,456.62 | 65.32% | 25,800.00 | 54.43% | |
| 8000 • Utilities | 4,171.12 | 4,300.00 | -128.88 | 97.0% | 5,500.00 | 75.84% | |
| 8100 • Website Expense | | | | | | | |
| 8110 • Website Design & Development | 5,595.00 | 16,124.99 | -10,529.99 | 34.7% | 21,500.00 | 26.02% | |
| 8120 • Website Hosting Expense | 2,764.41 | 4,125.01 | -1,360.60 | 67.02% | 5,500.00 | 50.26% | Awaiting Billing from Searle |
| 8130 • Website Maintenance | 33,589.13 | 31,000.00 | 2,589.13 | 108.35% | 40,000.00 | 83.97% | |
| Total 8100 • Website Expense | 41,948.54 | 51,250.00 | -9,301.46 | 81.85% | 67,000.00 | 62.61% | NYE expenses, see 5510 |
| 8500 • Special Events | 148,210.57 | 130,000.00 | 18,210.57 | 114.01% | 130,000.00 | 114.01% | |
| Total Expense | 1,166,416.38 | 1,229,660.98 | -63,244.60 | 94.86% | 1,632,757.00 | 71.44% | |

Catalina Island Chamber of Commerce
Profit & Loss Budget vs. Actual 2017
July through January 2018

| | Jul - Mar 18 | Budget | \$ Over Budget | % of Budget | Annual Budget | % of Budget | Notes |
|--------------------------------------|--------------|------------|----------------|-------------|---------------|-------------|----------------------------------|
| Net Ordinary Income | 247,892.21 | 128,761.02 | 119,131.19 | 192.52% | 17,792.01 | 1,393.28% | Will even out in remainder of FY |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |
| 9000 - Other Income | | | | | | | |
| 9010 - Interest Income | 1,130.29 | 599.99 | 530.30 | 188.39% | 800.00 | 141.29% | |
| 9020 - Increase/(Decrease) in Assets | -854.04 | 1.00 | -855.04 | -85,404.0% | 1.00 | -85,404.0% | |
| Total 9000 - Other Income | 276.25 | 600.99 | -324.74 | 45.97% | 801.00 | 34.49% | |
| Total Other Income | 276.25 | 600.99 | -324.74 | 45.97% | 801.00 | 34.49% | |
| Other Expense | | | | | | | |
| 9500 - Interest Expense | 79.06 | 0.00 | 79.06 | 100.0% | 0.00 | 0.0% | |
| Total Other Expense | 79.06 | 0.00 | 79.06 | 100.0% | 0.00 | 0.0% | |
| Net Other Income | 197.19 | 600.99 | -403.80 | 32.81% | 801.00 | 24.62% | |
| Net Income | 248,089.40 | 129,362.01 | 118,727.39 | 191.78% | 18,593.01 | 1,334.32% | |



Staff Retreat
9:00 am to 5:00 pm, Thursday, April 12, 2018
Descanso Beach Club

A G E N D A

In consideration of others, attendees are asked to turn off cell phones prior to the beginning of the meeting.

Carmen Chavez
Victoria Johnson
Amelia Lincoln

Jim Lutjohann

Sandra Gallegos
Cathy Miller
Michelle Warner

1. Call to Order
2. What do you hope to get out of today's retreat?
3. Enhancing the Visitor Experience
4. Excellence in Visitor Service
5. Excellence in Member Service
6. Achieving Member Engagement
7. Film Service Issues
8. Finance & Accounting
9. Communications & Media Relations
10. Destination Marketing Issues
11. Content Development & Management Issues
12. Group Sales & Marketing Issues
13. Community Customer Service Issues
14. Organizational Perception in Community
15. Other items

Mission: To attract visitors and advocate for commerce on Catalina Island
P.O. Box 217, Avalon, CA 90704 310-510-1520 CatalinaChamber.com



CATALINA ISLAND MEDICAL CENTER

P.O. Box 1563
100 Falls Canyon Rd
Avalon, CA 90704

(310) 510-0700
Appointments (310) 510-0096
CatalinaIslandMedicalCenter.org

Dear Chamber of Commerce Board of Directors,

I am completely disappointed in the letter that the Chamber's attorney wrote as a letter to the editor in the April 4, 2108 edition of *The Catalina Islander*. He states in the letter that he is speaking for myself", which I believe is a complete misrepresentation. David Creigh has represented the Chamber of Commerce for many years on the issue of the cruise ship industry. It is my understanding that his only personal financial benefit comes from representing the Chamber of Commerce on this issue. In his Letter to the Editor he states, "I have served as the volunteer liaison between the Catalina Chamber and business community and the cruise lines for 20 years." Is our attorney accepting funds from other business community organizations and the cruise line at the time he is representing the Chamber of Commerce?

If other board members worked with Mr. Creigh regarding the letter that was in the paper, this would be a distinct disregard of their fiduciary responsibility as a Chamber of Commerce Board member. I believe that Board members should not work independently with the Chamber attorney to forward their own agenda regarding Measure "T".

I am requesting that the Director of the Chamber and the Board of Directors address this issue to ensure that we are acting appropriately with our fiduciary responsibilities and ensure that there is no conflict of interest among any members of the Board of Directors.

This is the second time this month that the Chamber has acted in a manner that was against my organization and it shouldn't be tolerated.

Sincerely

Jason Paret
Chief Executive Officer
Catalina Island Medical Center



March 2018

President's Report

- Stakeholder meetings:
 - Monthly City Manager
- Consideration and implementation of marketing partner input from annual meetings.
 - Ongoing implementation based on adopted Personas
 - Hello Catalina meetings ongoing
- Review Contracts and determine RFP priority
 - Initiating RFP for publishing contract (First quarter 2018)
 - Agency RFP on hold
- Evaluate and ensure fiscal responsibility
 - Bookkeeper and auditors meetings, ongoing
 - Accounts Receivable collections improved
- Be an Ambassador for Catalina Island
 - Various member communications
 - Ongoing interaction with regional Chambers of Commerce, DMOs and professional organizations
 - Visit California fall Board Meeting hosted on island
 - Will soon begin outreach to Yacht & Service Clubs for pre-summer travel
 - Meetings with The Log and Islander Newspapers
- Increase Marketing \$\$
 - Groups Marketing, ongoing/evolving to reflect benefits to paying partners
 - Website
 - Blog and SEO main areas in works/Blog calendar updated
 - Itinerary and Ask Lina content now SEO'd
- Enhance Greeter Program
 - Program on hold for budget, likely revisit in Spring
- Grow Member Engagement and membership
 - Serve Safe and TIPS training Fixers held
 - Food & Wine week vs Restaurant week focus for 2018
 - Recent Surveys re Summer Dining and Transit Tax
 - Lost several members due to business closure/lease issues
- Improve Image in Community
 - Fixers in process for China Ready and Fire Safety
 - City Council Meetings, fewer attended due to remote work
 - Sharing Social Media posts and together responding
 - Increased local media outreach

- Council Candidate Forum
 - Election Night Hosting
- Host Miami Cruise Industry meetings re: Pier
 - On hold per communication from Carnival
 - Ongoing communication re CARB hearing/Ruling
- Create on demand reporting for visitor stats
 - New system in final testing
- Negotiate Lease for Office space
 - Complete and held rent at prior year level
- Continue to grow Group RFPs
 - Ongoing digital campaign
- Implement organizational changes
 - Greeter Program (see above)
 - Define member benefits, policies (web/vis guide)
- Other
 - Staff Retreat
 - Film
 - Coordinating various scouts
 - TV Commercial and TV episode shot on island
- Upcoming
 - CalTravel Summit and Awards, May 29 – June 1, 2018, San Diego, CA
 - National Travel & Tourism Week May 6 – 12, 2018

Respectfully submitted,

Jim Luttjohann