



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, February 21, 2017 at 12:00pm

- I. **Welcome/Call to Order – CVTID Chairman Steven Ortmann**
 - a. Chairman Steven Ortmann called the meeting to order at 12:05pm.
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. Members and guests provided self introductions and President/CEO Jill Lederer took the roll.
 - b. Hotel members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites, Hampton Inn Thousand Oaks, Palm Garden Hotel.
 - c. Other members present: Haider Alewami – City of Thousand Oaks; Nathan Hamburger – City of Agoura Hills; Jill Lederer, Adam Haverstock and Ofelia Flores – Greater Conejo Valley Chamber of Commerce.
 - d. Guests Present: Sulin Ruvalcaba – Ventura County Office of Education; Tish Cabezas – The Oaks Shopping Center; Carolyn Wooddall – Augustine Agency.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for February 21, 2017 Meeting**
 - a. Motion to approve the Agenda for the February 21, 2017 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Mary McVicker (Hampton Inn Thousand Oaks). The motion was approved by voice vote.
- IV. **Action Item: Approval of Minutes from the January 24, 2017 Special Meeting**
 - a. Motion to approve the Minutes from the January 24, 2017 Special Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Felix Wang (Best Western Thousand Oaks Inn). The motion was approved by voice vote.
- V. **Public Comments**
 - a. Sulin Ruvalcaba from the Ventura County Office of Education spoke about Hospitality Week and the Hospitality Entrée to Employment.
- VI. **Discussion Item: Augustineldeas Monthly Update**
 - a. Carolyn Wooddall (Augustine Agency) provided the January Board Report, which included a website traffic update, advertisements update, content management update and information about the Conejo Valley Tourism digital ads that have been developed.

- VII. **Discussion Item: CVTID 2016 Q4 Financial Report – Ofelia Flores**
- a. Ofelia Flores (Greater Conejo Valley Chamber of Commerce) provided the 2016 Q4 Financial Report and answered questions related to the CVTID finances.
- VIII. **Discussion Item: Staff Report on Conferences – Adam Haverstock**
- a. Adam Haverstock (Greater Conejo Valley Chamber of Commerce) updated the group on conferences that have been attended by CVTID members and informed the group about upcoming conferences that will be attended.
- IX. **Discussion Item: Sales Committee Report**
- a. Elodie Habasque (Hyatt Regency Westlake) updated the CVTID Board regarding a proposed project to sponsor the Los Angeles Business Tourism Association Meeting at the Ronald Reagan Presidential Library.
- X. **Discussion Item: CVTID Modification and Renewal Update**
- a. Adam Haverstock (Greater Conejo Valley Chamber of Commerce) updated the Board on the progress of the CVTID Modification and Renewal. He answered questions regarding the CVTID Management District Plan and the petition for the modification and renewal.
- XI. **Adjourn**
- a. Chairman Steven Ortmann adjourned the meeting at 1:16pm.