



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, March 21, 2017 at 12:00pm
Meeting Minutes

- I. **Welcome/Call to Order – CVTID Chairman Steven Ortmann**
 - a. Chairman Steven Ortmann called the meeting to order at 12:09pm
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. Members and guests provided self-introductions.
 - b. Hotel Members Present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Best Western Thousand Oaks Inn, Palm Garden Hotel, Motel 6, Courtyard by Marriott, Towneplace Suites by Marriott, America's Best Value Inn.
 - c. Other Members Present: Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce.
 - d. Guests Present: Debbie Augustine and Chelsea Harden – Augustine Agency; Melanie Salveson – Ronald Reagan Presidential Library; Colleen Debler and Beth Neal – Thousand Oaks Civic Arts Plaza; Ken Painter – Residence Inn by Marriott Westlake Village.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for March 21, 2017 Meeting**
 - a. Motion to approve the Agenda for the March 21, 2017 meeting by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). Motion was approved by voice vote without objection.
- IV. **Action Item: Approval of Minutes from the February 21, 2017 Special Meeting**
 - a. Motion to approve the Minutes from the February 21, 2017 Meeting by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). Motion was approved by voice vote without objection.
- V. **Public Comments**
 - a. Melanie Salveson from the Ronald Reagan Presidential Library discussed two upcoming exhibits to the library. The first is a Madeline Albright exhibit starting on April 3rd. The second is the Titanic exhibit which will run from May 27th to the beginning of 2018.

VI. **Action Item: Election of CVTID Treasurer**

- a. Motion to elect Mary McVicker (Hampton Inn Thousand Oaks) as the Treasurer of the Conejo Valley Tourism Improvement District for the remainder of the 2017 term by Steven Ortmann (Palm Garden Hotel) and seconded by Felix Wang (Best Western Thousand Oaks Inn). With a vote of 8-0-0 the motion was approved.

VII. **Discussion Item: AugustineIdeas Monthly Update**

- a. Chelsea Harden and Debbie Augustine from Augustine Agency provided the monthly update. Their report also included Danielle Lees and Brian Lange, who reported via video conference from Roseville, California.
- b. The staff from Augustine Agency reported the February website and paid marketing results, discussed the CVTID Annual Report that they produced and gave an update on creative projects. They answered questions from members of the CVTID Board.

VIII. **Discussion Item: Sales Committee Report**

- a. Al Alam (Motel 6) reported on the CVTID Sales trip to the Go West Summit in Reno, Nevada and answered questions from the members of the CVTID Board.
- b. Felix Wang (Best Western Thousand Oaks Inn), Steven Ortmann (Palm Garden Hotel) and Adam Haverstock (Greater Conejo Valley Chamber of Commerce) reported on the CVTID attendance at the Visit California Outlook Forum. They also answered questions from the members of the CVTID Board.
- c. Adam Haverstock (Greater Conejo Valley Chamber of Commerce) reported that CVTID board members and partners would be attending the National Association of Sports Commissions Conference March 27-30 in Sacramento, California.

IX. **Roundtable Discussion – CVTID Membership**

- a. No items were discussed during the Roundtable Discussion.

X. **Adjourn**

- a. Chairman Steve Ortmann adjourned the meeting at 1:07pm.