



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, June 20, 2017 at 12:00pm

Meeting Minutes

- I. **Welcome/Call to Order – CVTID Chairman Steven Ortmann**
 - a. Vice Chair Kim Cartaino called the meeting to order at 12:09pm
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. The CVTID Board members provided self introductions.
 - b. Hotel Members Present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Best Western Thousand Oaks Inn, Hampton Inn Thousand Oaks, Palm Garden Hotel, Courtyard by Marriott, Towneplace Suites by Marriott.
 - c. Other Members Present: Jill Lederer, Adam Haverstock and Ofelia Flores – Greater Conejo Valley Chamber of Commerce; Haider Alawami – City of Thousand Oaks
 - d. Guests Present: Sarah Andrews and Marta Ryan – Augustine Agency, Melanie Salveson Jackson and Victoria Reese – Ronald Reagan Presidential Library; Tish Cabezas – The Oaks Shopping Center.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for June 20, 2017 Meeting**
 - a. Motion to approve the agenda for the June 20, 2017 Meeting by Mary McVicker (Hampton Inn Thousand Oaks) and seconded by Sean Briody (Courtyard by Marriott). The motion was approved without objection.
- IV. **Action Item: Approval of Minutes from the March 21, 2017 Special Meeting**
 - a. Motion to approve the minutes from the March 21, 2017 Special Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Sean Briody (Courtyard by Marriott). The motion was approved without objection.
- V. **Public Comments**
 - a. Melanie Salveson Jackson (Ronald Reagan Presidential Library) thanked everyone who attended the Los Angeles Business Travel Association Meeting hosted at the Ronald Reagan Presidential Library.
- VI. **Discussion Item: Augustineldeas Monthly Update – Sarah Andrews**
 - a. Sarah Andrews and Marta Ryan (Augustine Agency) provided the Augustine Agency monthly update. The report included reporting of the content

management and advertising campaigns run during May 2017 and preliminary reporting from the Oak Heart Country Music Festival that CVTID sponsored.

VII. **Discussion Item: 2016 Tax Return and Financial Review – Ofelia Flores**

- a. Ofelia Flores (Greater Conejo Valley Chamber of Commerce) reported that the 2016 taxes for CVTID had been filed and an accountant has conducted a financial review. CVTID board members reviewed the taxes and the report of the financial review.

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

a. **Los Angeles Event Expo Report – Michael Reardon**

- i. Michael Reardon (Palm Garden Hotel) reported on CVTID members' attendance at the Los Angeles Event Expo.

b. **Los Angeles Business Travel Association Report – Elodie Habasque**

- i. Adam Haverstock (Greater Conejo Valley Chamber of Commerce) reported on the Los Angeles Business Travel Association (LABTA) Meeting. Elodie Habasque was not present.

IX. **Discussion Item: Salem Media Group Los Angeles– Mary McVicker**

- a. Mary McVicker (Hampton Inn Thousand Oaks) reported that CVTID will be purchasing advertising from Salem Communications Los Angeles, including event exhibiting, radio advertisements and print advertisements.

X. **Roundtable Discussion – CVTID Membership**

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

XI. **Adjourn**

- a. Vice Chair Kim Cartaino adjourned the meeting at 12:53pm