



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, July 18, 2017 at 12:00pm
Meeting Minutes

- I. **Welcome/Call to Order – CVTID Chairman Steven Ortmann**
 - a. Vice Chairman Kim Cartaino called the meeting to order at 12:03pm.
- II. **Roll Call – Adam Haverstock**
 - a. Adam Haverstock took the roll.
 - b. Hotel Members Present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Best Western Thousand Oaks Inn, Palm Garden Hotel, Courtyard by Marriott, Towneplace Suites by Marriott, America's Best Value Inn.
 - c. Other Members Present: Adam Haverstock and Ofelia Flores – Greater Conejo Valley Chamber of Commerce.
 - d. Guests Present: Melanie Salveson-Jackson – Ronald Reagan Presidential Library; Sarah Andrews, Marta Ryan and Brian Lange – Augustine Agency.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for July 18, 2017 Meeting**
 - a. Motion to approve the Agenda for the July 18, 2017 Meeting by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). The motion was approved without objection.
- IV. **Action Item: Approval of Minutes from the June 20, 2017 Special Meeting**
 - a. Motion to approve the Minutes from the June 20, 2017 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. There were no public comments.
- VI. **Discussion Item: Augustine Monthly Update – Sarah Andrews**

- a. Sarah Andrews, Marta Ryan and Brian Lange from Augustine presented the monthly CVTID update. Brian updated the board of directors on the progress of the paid advertising campaigns and the website traffic. Marta Ryan and Sarah Andrews updated the board on the Content Management Activities.

VII. Discussion Item: Q2 2017 Financial Report – Ofelia Flores

- a. Ofelia Flores from Greater Conejo Valley Chamber of Commerce presented the Q2 2017 Financial Report and answered questions about the report from the members of the board of directors.

VIII. Discussion Item: Sales Committee Report – Sean Briody

- a. Sean Briody from Courtyard by Marriott presented the Sales Committee report. He reported on plans to attend conferences during the second half of 2017 and beginning of 2018.

IX. Roundtable Discussion – CVTID Membership

- a. Adam Haverstock from Greater Conejo Valley Chamber of Commerce reported that CVTID has completed the process of modification and renewal. He reported that the new TID will start on September 1, 2017 and sunset on August 30, 2027.
- b. Felix Wang from Best Western Thousand Oaks Inn suggested CVTID research sponsorships of local events in target markets in the Los Angeles DMA. Kim Cartaino from Sheraton Agoura Hills suggested CVTID look into local partnership opportunities and local industry specific events.
- c. Chairman Steve Ortmann referred both suggestions to the Sales Committee for consideration.

X. Next Meeting will be Tuesday, August 15, 2017 (Webinar Meeting)

XI. Adjourn

- a. Chairman Steve Ortmann adjourned the meeting at 12:50pm.