



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, September 19, 2017 at 12:00pm
600 Hampshire Road, Suite 202, Thousand Oaks, CA

- I. Welcome/Call to Order – CVTID Chairman Steven Ortmann
- II. Roll Call – Jill Lederer
- III. **Action Item:** Approval of Agenda for September 19, 2017 Meeting
- IV. **Action Item:** Approval of Minutes from the July 18, 2017 Meeting
- V. Public Comments
- VI. **Special Presentation:** Dr. Gerhard Apfelthaler - Dean, California Lutheran University School of Management, discussing the CLU Hospitality Management Program
- VII. **Discussion Item:** Augustine Monthly Update – Sarah Andrews
- VIII. **Action Item:** Approval of allocation of funds for the California Lutheran University Hospitality Management Program
- IX. **Action Item:** Approval of allocation of \$21,000 from unallocated funds for Conference Travel
- X. **Action Item:** Approval of CVTID Direct Marketing Funds Policy and Procedure
- XI. **Discussion Item:** Review memorandums regarding local partnerships and promotions in target markets
- XII. Roundtable Discussion – CVTID Membership
- XIII. Next Meeting will be Tuesday, October 17, 2017
- XIV. Adjourn

NOTICES

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Jill Lederer at (805)370-0035 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the CVTID. The Agenda provides a general description and staff recommendations; however, the CVTID may take action other than what is recommended.

DOCUMENTATION:

Copies of staff reports or other written documentation, relating to each item of business described in this Agenda, are posted to the Chamber's website at www.conejochamber.org and are on file and available for public inspection, during normal business hours, in the office of Greater Conejo Valley Chamber of Commerce at 600 Hampshire Road, Suite 200, Westlake Village, CA 91361

State of California)

County of Ventura) ss

City of Thousand Oaks)

I declare under penalty of perjury that I posted this Agenda of the CVTID on the front door and conference room door of the Greater Conejo Valley Chamber of Commerce, 600 Hampshire Road, Suites 200 and 202, Thousand Oaks, CA 91361, not less than 24 hours prior to the meeting pursuant to Government Code Section 54956

on _____ at _____ By: _____ Ofelia Flores, Controller