



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, September 19, 2017 at 12:00pm

- I. **Welcome/Call to Order – CVTID Chairman Steven Ortmann**
 - a. Chairman Steven Ortmann called the meeting to order at 12:09pm
- II. **Roll Call – Jill Lederer**
 - a. 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, Palm Garden Hotel, Motel 6, Courtyard by Marriott, Towneplace Suites by Marriott.
 - c. Other Members Present: Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce; Haider Alawami – City of Thousand Oaks.
 - d. Guests Present: Sarah Andrews – Augustine; Lynda Fulford, Gerhard Apfelthaler and Stacy Swanson – California Lutheran University; Melanie Salvesson – Ronald Reagan Presidential Library; Rochelle Callis – Conejo Recreation and Park District.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for September 19, 2017 Meeting**
 - a. Motion to approve the agenda for September 19, 2017 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Sean Briody (Courtyard by Marriott). The motion was approved without objection.
- IV. **Action Item: Approval of Minutes from the July 18, 2017 Meeting**
 - a. Motion to approve the minutes from the July 18, 2017 Meeting by Michael Reardon (Palm Garden Hotel) and seconded by Al Alam (Motel 6). Motion was approved without objection.
- V. **Public Comments**
 - a. There were no public comments.
- VI. **Special Presentation: Dr. Gerhard Apfelthaler - Dean, California Lutheran University School of Management, discussing the CLU Hospitality Management Program**

- a. Dr. Gerhard Apfelthaler presented information about the CLU Hospitality Management Program and answered questions from members of the Board of Directors.

VII. **Discussion Item: Augustine Monthly Update – Sarah Andrews**

- a. Sarah Andrews and Shawn Grant presented the Augustine Monthly Update. They presented website, social media and public relations reports. They showed samples of the fall advertising campaign.

VIII. **Action Item: Approval of allocation of funds for the California Lutheran University Hospitality Management Program**

- a. Motion to approve a \$25,000 allocation per year for the next four years, for a total allocation of \$100,000 to the California Lutheran University Hospitality Management Program. Funds will be distributed from unallocated funds in 2017 and funds will be included in the 2018, 2019 and 2020 CVTID annual budget. Motion by Sean Briody (Courtyard by Marriott) and seconded by Kim Cartaino (Sheraton Agoura Hills). With a vote of 9-0 the motion carries.

IX. **Action Item: Approval of allocation of \$21,000 from unallocated funds for Conference Travel**

- a. Motion to approve the allocation of \$21,000 from unallocated funds for Conference Travel by Joelyn Caprine (Homewood Suites) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 9-0 the motion carries.

X. **Action Item: Approval of CVTID Direct Marketing Funds Policy and Procedure**

- a. Motion to approve the CVTID Direct Marketing Funds Policy and Procedure by Michael Reardon (Palm Garden Hotel) and seconded by Joelyn Caprine (Homewood Suites). With a vote of 9-0-0 the motion carries.

XI. **Discussion Item: Review memorandums regarding local partnerships and promotions in target markets**

- a. Chairman Steve Ortmann requested that this item be tabled to the next CVTID Board of Directors meeting. There was no objection.

XII. **Roundtable Discussion – CVTID Membership**

- a. There were no items presented during the roundtable discussion.

XIII. **Adjourn**

- a. Chairman Steven Ortmann adjourned the meeting at 1:33pm.