



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, October 17, 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 12:02pm.
- II. **Roll Call – Jill Lederer**
 - a. Jill Lederer called the roll.
 - b. Hotel Members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites, Hampton Inn Newbury Park, Palm Garden Hotel, Motel 6, 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; Nathan Hamburger – City of Agoura Hills.
 - d. Guests Present: Sarah Andrews – Augustine Agency; Melanie Salveson Jackson – Ronald Reagan Presidential Library; Debby Giovinazzo – Sunland Vintage Winery.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for October 17, 2017 Meeting**
 - a. Motion to approve the Agenda for the October 17, 2017 Meeting by Joelyn Caprine (Homewood Suites) and seconded by Sean Briody (Courtyard by Marriott). With a vote of 10-0-0 the motion was approved.
- IV. **Action Item: Approval of Minutes from the September 19, 2017 Meeting**
 - a. Motion to approve the Minutes from the September 19, 2017 Meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Rachel Kramarchuk (Hyatt Regency Westlake). With a vote of 10-0-0 the motion was approved.
- V. **Public Comments**
 - a. There were no public comments.
- VI. **Discussion Item: Augustine Monthly Update – Sarah Andrews**
 - a. Sarah Andrews from Augustine Agency presented the monthly update. She presented website analytics data, social media analytics, discussed public relations and showed designs of digital media advertisements and print materials.
- VII. **Discussion Item: Q3 2017 Financial Report – Ofelia Flores**
 - a. Ofelia Flores presented the Q3 2017 Financial Report and answered questions from the Board of Directors.

- VIII. **Discussion Item: Review memorandums regarding local partnerships and promotions in target markets**
 - a. Adam Haverstock presented the memorandum regarding local partnerships and promotions. The Board of Directors discussed the item and provided feedback to staff.
- IX. **Discussion Item: Staff Report on Conferences – Adam Haverstock**
 - a. Adam Haverstock updated the Board of Directors about conferences planned for the remainder of 2017. He answered questions from the Board of Directors.
- X. **Discussion Item: Staff Report on Holiday Food Drive – Adam Haverstock**
 - a. Adam Haverstock updated the Board of Directors on the Holiday Food Drive.
- XI. **Roundtable Discussion – CVTID Membership**
 - a. Adam Haverstock reported that CVTID has purchased a district forecast from Smith Travel Research (STR).
- XII. **Adjourn**
 - a. Chairman Steven Ortmann adjourned the meeting at 1:06pm.