



**Conejo Valley Tourism Improvement District (CVTID)
Annual Meeting**

1011 Rancho Conejo Blvd, Newbury Park, CA 91320
Tuesday, November 14, 2017 at 12:00pm

- I. **Welcome/Call to Order – CVTID Chairman Steven Ortmann**
 - a. Chairman Steven Ortmann called the meeting to order at 12:12pm.
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. Jill Lederer called the role.
 - b. Hotel members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites, Hampton Inn Thousand Oaks, Palm Garden Hotel, La Quinta Inn, Motel 6, Courtyard by Marriott, Towneplace Suites by Marriott, America's Best Value Inn.
 - c. Other members present: Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce; Haider Alawami – City of Thousand Oaks.
 - d. Guests present: Cindy Keitel and Lynda Fulford – California Lutheran University; Ken Painter – Residence Inn by Marriott Westlake Village; Melanie Salveson – Ronald Reagan Presidential Library; Debby Giovinazzo – Sunland Vintage Winery; Amber Amber Rich and Patricia Pagoulatos – Visit California; Sarah Andrews, Lindsay Moore, Amy Wilson, Marta Ryan, Jaime Hayden and Debbie Augustine – Augustine Agency.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for November 14, 2017 Meeting**
 - a. Motion to approve the Agenda for the November 14, 2017 Annual Membership Meeting by Felix Wang (Best Western Thousand Oaks Inn) and seconded by CC Patel (America's Best Value Inn). With a vote of 12-0-0 the motion was approved.
- IV. **Action Item: Approval of Minutes from the October 17, 2017 Meeting**
 - a. Motion to approve the Minutes from the October 17, 2017 Meeting by Sean Briody (Courtyard by Marriott) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 12-0-0 the motion was approved.

- V. **Public Comments**
 - a. There were no public comments.
- VI. **Action Item: Election of CVTID Officers for 2018 Term**
 - a. Motion to elect Kim Cartaino as Chair, Sean Briody as Vice-Chair, Joelyn Caprine as Secretary and Mary McVicker as Treasurer of the Conejo Valley Tourism Improvement District for the 2018 term. Motion made by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 12-0-0 the motion was approved.
- VII. **Action Item: Approval of the 2018 CVTID Meeting Schedule**
 - a. Motion to approve the 2018 CVTID Meeting Schedule by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 12-0-0 the motion was approved.
- VIII. **Action Item: Approval of the 2018 CVTID Budget**
 - a. Motion to approve the 2018 Conejo Valley Tourism Improvement District Budget by Felix Wang (Best Western Plus Thousand Oaks Inn) and seconded by CC Patel (America's Best Value Inn). With a vote of 12-0-0 the motion was approved.
- IX. **Discussion Item: Augustine Monthly Report**
 - a. Sarah Andrews and Marta Ryan presented the Augustine Monthly Report. They presented the website metrics, reported on content marketing efforts and discussed live-posting at the PGA Tour. They answered questions from board members.
- X. **Discussion Item: Sales Committee meeting to plan 2018 conference attendance**
 - a. Adam Haverstock announced that the Sales Committee will have a meeting in December to plan out the conference attendance calendar for 2018.
- XI. **Roundtable Discussion – CVTID Membership**
 - a. Adam Haverstock announced that the CVTID Food Drive will end on Monday, November 20th and that boxes will be collected at that time.
- XII. **Next Meeting will be Tuesday, December 12, 2017 (Webinar Meeting)**
- XIII. **Adjourn**
 - a. Chairman Steven Ortmann adjourned the meeting at 12:50pm.