



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, April 17, 2018 at 12:00pm
Meeting Minutes

- I. **Welcome/Call to Order – CVTID Chair Kim Cartaino**
 - a. Chair Kim Cartaino called the meeting to order at 11:59am.
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. President/CEO Jill Lederer called the roll. Members and guests provided self-introductions.
 - 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, Courtyard by Marriott, Townplace Suites By Marriott, America's Best Value Inn.
 - c. Other members present: Jill Lederer, Adam Haverstock and Ofelia Flores – Greater Conejo Valley Chamber of Commerce; Haider Alawami and Rosie Ornelas – City of Thousand Oaks; Nathan Hamburger – City of Agoura Hills.
 - d. Guests present: Sarah Andrews – Augustine; Melanie Jackson – Ronald Reagan Presidential Library; Ashley Dean – Sports Academy.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for April 17, 2018 Meeting**
 - a. Motion to approve the agenda for April 17, 2018 by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Dede Tanner (Best Western Thousand Oaks Inn). The motion was approved by voice vote.
- IV. **Action Item: Approval of Minutes from the March 20, 2018 Meeting**
 - a. Motion to approve the minutes from the March 20, 2018 Meeting by Kristina Leck (Hyatt Regency Westlake) and seconded by Jessica Lancaster (Homewood Suites). The motion was approved by voice vote.
- V. **Public Comments**

- a. Melanie Jackson (Ronald Reagan Presidential Library) invited the members of CVTID to see the Genghis Khan exhibit at the library.

VI. **Discussion Item: Augustine Monthly Report**

- a. Sarah Andrews presented the Augustine monthly report. She covered the website analytics, search engine placements, public relations and social media for both February and March 2018. She answered questions from the CVTID Board of Directors.

VII. **Discussion Item: Q1 2018 Financial Report – Ofelia Flores**

- a. Ofelia Flores presented the financial report for Q1 2018. She answered questions from the CVTID Board of Directors.

VIII. **Roundtable Discussion – CVTID Membership**

- a. Adam Haverstock reported that CVTID Members will be attending the National Association of Sports Commissions conference and the Salem Communications Pastor's Conference.

IX. **Adjourn**

- a. Chair Kim Cartaino adjourned the meeting at 12:52pm