



**Conejo Valley Tourism Improvement District (CVTID)  
Board of Directors Meeting**

Tuesday, September 18, 2018 at 12:00pm  
600 Hampshire Rd, Suite 202, Thousand Oaks, CA 91361

- I. Welcome/Call to Order – CVTID Chair Kim Cartaino
- II. Roll Call/Self Introductions – President/CEO Jill Lederer
- III. **Action Item:** Approval of Agenda for September 18, 2018 Meeting
- IV. **Action Item:** Approval of Minutes from the August 21, 2018 Meeting
- V. Public Comments
- VI. Discussion Item: Augustine Monthly Report
  - a. August 2018 Monthly Reporting
- VII. **Action Item:** Allocate \$15,000 in unallocated funds to Paid Advertising
- VIII. **Action Item:** Approve Agreement between Conejo Valley Tourism and aResTravel
- IX. Roundtable Discussion – CVTID Membership
- X. Next Meeting will be Tuesday, October 16, 2018
- XI. 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 Tourism Improvement District's website at [www.conejo.com/public-documents](http://www.conejo.com/public-documents) 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, Thousand Oaks, 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 72 hours prior to the meeting pursuant to Government Code Section 54956

on \_\_\_\_\_ at \_\_\_\_\_ By: \_\_\_\_\_ Adam Haverstock, Director of Government Affairs and Tourism