



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, February 16, 2016 at 12:00pm

I. Welcome/Call to Order – CVTID Chairman Felix Wang

- a. Chairman Felix Wang called the meeting to order at 12:05pm

II. Roll Call/Self Introductions – President/CEO Jill Lederer

- a. President/CEO Jill Lederer called the roll.
- b. Hotel Members Present: Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Hampton Inn Newbury Park, Palm Garden Hotel, 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.
- d. Guests Present: Melanie Salveson – Ronald Reagan Presidential Library; Jamie Goldstein – Agoura Hills Recreation and Events Center; Scott Engel – Conejo Recreation and Parks District; Carolyn Wooddall - Augustineldeas.
- e. A quorum was established.

III. Action Item: Approval of Agenda for February 16, 2016 Meeting

- a. Motion to approve the Agenda for the February 16, 2016 by CC Patel (Americas Best Value Inn) and seconded by David Kirken (Hyatt Regency Westlake). Motion was approved without objection.

IV. Action Item: Approval of Minutes from the November 17, 2015 Meeting

- a. Motion to approve the Minutes from the November 17, 2015 Meeting by CC Patel (Americas Best Value Inn) and seconded by Sean Briody (Courtyard by Marriott). Motion was approved without objection.

V. Public Comments

- a. Melanie Salveson from Ronald Reagan Presidential Library told announced that the Vatican Exhibit will be on display starting March 6th and will stay at least until August 28th. Tickets are \$29 for adults.

VI. **Discussion Item: Augustineldeas Monthly Update**

- a. Carolyn Wooddall from Augustineldeas provided a monthly update for the Tourism Districts Website Traffic, Public Relations and Social Media. She discussed the North America Travel Journalist Association Conference and the email campaign for the Amgen Tour of California.

VII. **Discussion Item: Staff Report on Conferences**

- a. Adam Haverstock from Greater Conejo Valley Chamber of Commerce provided an update on Conferences attended by CVTID staff and members. Since the last meeting staff attended the San Diego Travel and Adventure Show and Bride World Los Angeles Conventions. Plans are underway for 6 other conferences and conventions.

VIII. **Roundtable Discussion – CVTID Membership**

- a. Adam Haverstock announced that Ian Gee, General Manager of Sheraton Agoura Hills has taken a position at another hotel and therefore has resigned as Secretary of CVTID. Next month the Board will appoint a new Secretary to complete Ian Gee's term.

IX. **Adjourn**

- a. Chairman Felix Wang adjourned the meeting at 1:21pm.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, April 19, 2016 at 12:00pm

I. Welcome/Call to Order – CVTID Chairman Felix Wang

- a. Chairman Felix Wang called the meeting to order at 12:02pm

II. Roll Call/Self Introductions – President/CEO Jill Lederer

- a. President/CEO Jill Lederer called the roll.
- b. Hotel Members Present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Best Western Thousand Oaks Inn, Homewood Suites, Palm Garden Hotel, America's Best Value Inn.
- c. Other Members Present: Jill Lederer, Ofelia Flores and Adam Haverstock – Greater Conejo Valley Chamber of Commerce, Haider Alewami – City of Thousand Oaks, Nathan Hamburger – City of Agoura Hills.
- d. Guests Present: Melanie Salveson – Ronald Reagan Presidential Library; Carolyn Wooddall – Augustineldeas; Debbie Giovinazzo – Sunland Vintage Winery, Ryan Nolan – Blinks.
- e. A quorum was established.

III. Action Item: Approval of Agenda for April 19, 2016 Meeting

- a. Motion to approve the Agenda for the February 16, 2016 by Steve Ortmann (Palm Garden Hotel) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). Motion was approved without objection.

IV. Action Item: Approval of Minutes from the February 16, 2016 Meeting

- a. Motion to approve the Minutes from the November 17, 2015 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by CC Patel (America's Best Value Inn). Motion was approved without objection.

V. Public Comments

- a. Melanie Salveson from Ronald Reagan Presidential Library told announced that the Vatican Splendors Exhibit is on display. She invited members of the TID to take the tour.

VI. **Action Item: Elections of Officer – Secretary**

- a. Motion to appoint Mark Oneal as the Secretary of the Conejo Valley Tourism Improvement District for the remainder of the 2016 term by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 6-0-1 the motion was approved.

VII. **Discussion Item: Augustineldeas Monthly Update**

- a. Carolyn Wooddall from Augustineldeas provided a monthly update for the Tourism Districts Website Traffic, Public Relations and Social Media. She also discussed creative projects being completed by Augustineldeas including a Z-Card map and email campaigns for weddings and the Amgen Tour of California.

VIII. **Discussion Item: Financial Report for Q1 2016**

- a. Ofelia Flores from the Greater Conejo Valley Chamber of Commerce presented the Financial Report for Q1 2016. Members of the Tourism District reviewed the report.

IX. **Discussion Item: Report on Mobile Application and Beacon integration partnership with Lokul**

- a. Ryan Nolan from Blinks (formerly called Lokul) reported on the integration of Bluetooth beacons at Sunland Vintage Winery and Palm Garden Hotel. Other hotel members expresses interest in having beacons placed in their properties during the trial period.

X. **Roundtable Discussion – CVTID Membership**

XI. **Adjourn**

- a. Chairman Felix Wang adjourned the meeting at 1:17pm.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, May 24, 2016 at 12:00pm

- I. **Welcome/Call to Order – CVTID Chairman Felix Wang**
 - a. Secretary Mark O’Neal called the meeting to order at 12:05pm.
- II. **Roll Call/Self Introductions – President & CEO Jill Lederer**
 - a. Hotel members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Best Western Thousand Oaks Inn, Homewood Suites, Palm Garden Hotel, La Quinta Inn, Motel 6, Courtyard by Marriott, Towneplace Suites by Marriott, America’s Best Value Inn.
 - b. Other Members Present: Haider Alawami – City of Thousand Oaks; Lynda Fulford – California Lutheran University; Melanie Salvesson – Ronald Reagan Presidential Library; Jill Lederer, Adam Haverstock and Ofelia Flores – Greater Conejo Valley Chamber of Commerce.
 - c. Guests Present: Alexis Kahn – Augustine Ideas.
 - d. A quorum was established.
- III. **Action Item: Approval of Agenda for May 24, 2016 Meeting**
 - a. Motion to approve the Agenda for May 24, 2016 by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Mark O’Neal (Sheraton Agoura Hills). Motion was approved without objection.
- IV. **Action Item: Approval of Minutes from the April 19, 2016 Meeting**
 - a. Motion to approve the Minutes from the April 19, 2016 Meeting by Mark O’Neal (Sheraton Agoura Hills) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). Motion was approved without objection.
- V. **Public Comments**
 - a. There were no public comments.
- VI. **Discussion Item: Augustineldeas Monthly Update**
 - a. Alexis Kahn from Augustineldeas provided the Augustineldeas monthly update. She reported on the website, digital marketing and public relations statistics. She reported on the results of the North American Travel Journalist Association Conference and Fam Tour. She reported on recently completed creative programs. She provided an overview of the Brand Essence Video Shoot.
- VII. **Action Item: Motion to approve CVTID 2015 Audited Financial Statement Review and 2015 Tax Return (Ofelia Flores)**
 - a. Motion to accept the Conejo Valley Tourism Improvement District 2015 Audited Financial Statement and Tax Return by Steve Ortmann (Palm Garden Hotel) and seconded by CC Patel (America’s Best Value Inn). With a vote of 10-0-0 the motion was approved.

VIII. **Roundtable Discussion – CVTID Membership**

IX. **Adjourn**

- a. Chairman Felix Wang adjourned the meeting at 1:09pm



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, September 20, 2016 at 12:00pm

Meeting Minutes

- I. **Welcome/Call to Order – CVTID Chairman Felix Wang**
 - a. Chairman Felix Wang called the meeting to order at 12:05pm
- II. **Roll Call/Self Introductions – President & CEO Jill Lederer**
 - a. President & CEO Jill Lederer called the roll.
 - b. Hotel Members Present: Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Palm Garden Hotel, Courtyard by Marriott, Towneplace Suites by Marriott, Americas 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: Carolyn Wooddall – Augustine Ideas
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for September 20, 2016 Meeting**
 - a. Motion to approve the Agenda for September 20, 2016 by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by CC Patel (America's Best Value Inn). The motion was approved by voice vote.
- IV. **Action Item: Approval of Minutes from the May 24, 2016 Meeting**
 - a. Motion to approve the Minutes from the May 24, 2016 Meeting by Sean Briody (Towneplace Suites by Marriott) and seconded by Elodie Habasque (Hyatt Regency Westlake). Motion was approved by voice vote.
- V. **Public Comments**
 - a. No public comments were made.
- VI. **Action Item: Election of Officers - Secretary of the Conejo Valley Tourism Improvement District**
 - a. Motion to elect Kathleen Walk as the Secretary of the Conejo Valley Tourism Improvement District for the remainder of the 2016 term by Felix Wang (Best Western Thousand Oaks Inn) and seconded by CC Patel (America's Best Value Inn). With a vote of 6-0-1 the motion was approved.
- VII. **Discussion Item: AugustineIdeas Monthly Update**

- a. Carolyn Wooddall from Augustine Ideas presented the August monthly update. She reported on the website traffic, social media, public relations and new rich media content designs. She answered questions about the report.

VIII. **Roundtable Discussion – CVTID Membership**

- a. Adam Haverstock from Greater Conejo Valley Chamber of Commerce announced that CVTID members would be attending the TEAMS 2016 Conference.

IX. **Adjourn**

- a. Chairman Felix Wang adjourned the meeting at 1:15pm.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, October 18, 2016 at 12:00pm

- I. **Welcome/Call to Order – CVTID Chairman Felix Wang**
 - a. Secretary Kathleen Walk called the meeting to order at 12:07pm
- II. **Roll Call/Self Introductions – Director of Tourism Adam Haverstock**
 - a. Hotel Members Present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites, Palm Garden Hotel, Courtyard by Marriott, Towneplace Suites by Marriott
 - b. Other Members Present: Adam Haverstock – Greater Conejo Valley Chamber of Commerce
 - c. Guests Present: Alexis Kahn – Augustineldeas; Merley Greenidge – Celebrate Sweetley; Lynda Fulford – California Lutheran University; Debby Giovinazzo – Sunland Vintage Winery; Melanie Salveson – Ronald Reagan Presidential Library
 - d. A quorum was established.
- III. **Action Item: Approval of Agenda for October 18, 2016 Meeting**
 - a. Motion to approve the Agenda for the October 18, 2016 Meeting by Sean Briody (Courtyard by Marriott) and seconded by Robert Leck (Sheraton Agoura Hills). Motion was approved without objection.
- IV. **Action Item: Approval of Minutes from the September 20, 2016 Meeting**
 - a. Motion to approve the Minutes from the September 20, 2016 Meeting by Vincent Bucci (Hyatt Westlake Plaza) and seconded by Sean Briody (Courtyard by Marriott). Motion was approved without objection.
- V. **Public Comments**
 - a. Merley Greenidge introduced her business, Celebrate Sweetly
 - b. Melanie Salveson from the Ronald Reagan Presidential Library discussed the Library's new exhibit, called Interactive, which opens in April 2017.
- VI. **Discussion Item: Augustineldeas Monthly Update**
 - a. Alexis Kahn and staff from Augustineldeas provided their monthly update. They discussed the September Website Reporting, SEO Optimizations, an upcoming FAM Trip, the Visit California Media Reception and the PGA Tour Promotion.

VII. **Discussion Item: Staff Report on TEAMS Conference**

- a. Adam Haverstock and Michael Reardon provided an update to the Board of Directors about the recent attendance at the TEAMS 2016 Conference.

VIII. **Roundtable Discussion – CVTID Membership**

- a. No items were discussed in the Roundtable.

IX. **Adjourn**

- a. Vice-Chairman Steve Ortmann adjourned the meeting at 12:58pm.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, November 15, 2016 at 12:00pm

Meeting Minutes

- I. **Welcome/Call to Order – CVTID Chairman Felix Wang**
 - a. Chairman Felix Wang (Best Western Thousand Oaks Inn) called the meeting to order at 12:02pm.

- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. Hotel Members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Best Western Thousand Oaks Inn, Homewood Suites, Quality Inn, Hampton Inn Newbury Park, Palm Garden Hotel. Courtyard by Marriott, Towneplace Suites by Marriott, America's Best Value Inn.
 - b. Other Members present: Haider Alawami – City of Thousand Oaks; Nathan Hamburger – City of Agoura Hills; Jill Lederer, Adam Haverstock and Ofelia Flores – Greater Conejo Valley Chamber of Commerce.
 - c. Guests Present: Melanie Salveson – Ronald Reagan Presidential Library; Debby Giovinazzo – Sunland Vintage Winery, Carolyn Wooddall, Danielle Lees and Shawn Grant – Augustine Agency.
 - d. A quorum was established.

- III. **Action Item: Approval of Agenda for November 15, 2016 Meeting**
 - a. Motion to approve the November 15, 2016 Agenda by Steve Ortmann (Palm Garden Hotel) and seconded by Robert Leck (Sheraton Agoura Hills). Motion was approved unanimously by a voice vote.

- IV. **Action Item: Approval of Minutes from the October 18, 2016 Meeting**
 - a. Motion to approve the Minutes from the October 18, 2016 Meeting by Sean Briody (Courtyard by Marriott) and seconded by Steve Ortmann (Palm Garden Hotel). Motion was approved unanimously by a voice vote.

- V. **Public Comments**
 - a. There were no public comments.

- VI. **Action Item: Election of Officers for 2017 Term**

- a. Motion to elect Steven Ortmann (Palm Garden Hotel) as Chairman, Kim Cartaino (Sheraton Agoura Hills) as Vice Chairman, Kathleen Walk (Hampton Inn Agoura Hills) as Secretary and Vincent Bucci (Hyatt Regency Westlake) as Treasurer for the 2017 term. Motion was made by Steve Ortmann (Palm Garden Hotel) and seconded by Robert Leck (Sheraton Agoura Hills). With a vote of 8-0-0 the motion was approved.
 - b. Steven Ortmann, Kim Cartaino, Vincent Bucci and Jill Lederer are the designated signers on the bank accounts.
- VII. **Action Item: Acceptance of Q3 2016 Financial Report**
- a. Motion to accept the Q3 2016 Financial Report by Robert Leck (Sheraton Agoura Hills) and seconded by CD Debata (America's Best Value Inn). Motion was approved unanimously by a voice vote.
- VIII. **Action Item: Authorization to Open Bank Accounts with Montecito Bank & Trust**
- a. Motion to authorize the Conejo Valley Tourism Improvement District to Open Bank Accounts with Montecito Bank & Trust by Robert Leck (Sheraton Agoura Hills) and seconded by Steven Ortmann (Palm Garden Hotel). With a vote of 8-0-0 the motion was approved.
- IX. **Action Item: Approval of the 2017 CVTID Meeting Schedule**
- a. Motion to approve the 2017 CVTID Meeting Schedule by Robert Leck (Sheraton Agoura Hills) and seconded by Steve Ortmann (Palm Garden Hotel). Motion was approved unanimously by voice vote.
- X. **Action Item: Approval of the 2017 CVTID Budget**
- a. Motion to approve the 2017 CVTID Budget by Steve Ortmann (Palm Garden Hotel) and seconded by CD Debata (America's Best Value Inn). With a vote of 8-0-0 the motion was approved.
- XI. **Discussion Item: Augustineldeas Monthly Update**
- a. Carolyn Wooddall, Danielle Lees and Shawn Grant provided the Augustine Agency Update for October 2016. They discussed the PGA Tour Campaign results, the Fall Fam Tour results, updates to creative projects, the updated consumer brochure project, the Discover Los Angeles Meeting Planner Guide advertisement and the most recent SEO video titled "What Is Conejo Valley".
- XII. **Roundtable Discussion – CVTID Membership**
- a. Adam Haverstock (Greater Conejo Valley Chamber of Commerce) announced that the CVTID Sales Committee would be meeting to discuss the development of the 2017 Conferences Plan.
- XIII. **Adjourn**
- a. Chairman Felix Wang (Best Western Thousand Oaks Inn) adjourned the meeting at 1:00pm.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, December 20, 2016 at 12:00pm
Meeting Minutes

- I. **Welcome/Call to Order – CVTID Chairman Felix Wang**
 - a. Chairman Felix Wang called the meeting to order at 12:05pm.
- II. **Roll Call/Self Introductions – CVTID Government Affairs Director Adam Haverstock**
 - a. Hotel Members Present: Sheraton 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, America's Best Value Inn.
 - b. Other Members Present: Adam Haverstock – Greater Conejo Valley Chamber of Commerce; Haider Alawami – City of Thousand Oaks.
 - c. Guests Present: Carolyn Wooddall, Danielle Lees and Brian Lange – Augustine Agency
 - d. A quorum was established.
- III. **Action Item: Approval of Agenda for December 20, 2016 Meeting**
 - a. Motion to approve the Agenda for the December 20, 2016 Meeting by Sean Briody (Courtyard by Marriott) and seconded by Vincent Bucci (Hyatt Regency Westlake). Without objection the motion was approved.
- IV. **Action Item: Approval of Minutes from the November 15, 2016 Meeting**
 - a. Motion to approve the Minutes from the November 15, 2016 Meeting by Steven Ortmann (Palm Garden Hotel) and seconded by Sean Briody (Courtyard by Marriott). Without objection the motion was approved.
- V. **Public Comments**
 - a. There were no public comments.
- VI. **Discussion Item: Augustineldeas Monthly Update**
 - a. Carolyn Wooddall, Danielle Lees and Brian Lange from Augustine provided the Augustine Monthly Update. This included the November Board Report, a creative project update, reviewing the Restaurant Month promotional videos and plans for a second trade show booth.
- VII. **Discussion Item: Sales Committee Meeting Report**
 - a. Adam Haverstock from Greater Conejo Valley Chamber of Commerce provided a report on the Sales Committee. The committee met and selected conferences to attend in 2017.
- VIII. **Roundtable Discussion – CVTID Membership**
 - a. No items were discussed.
- IX. **Adjourn**
 - a. Chairman Felix Wang adjourned the meeting at 12:50pm.