



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, January 20, 2015 at 12:00pm

I. Welcome/Call to Order – CVTID Chairman Steve Tarn

- a. Chairman Steve Tarn called the meeting to order at 12:05pm.

II. Roll Call – President & CEO Jill Lederer

- a. President & CEO Jill Lederer called the roll.
- b. Hotel Members Present: Hampton Inn Agoura Hills, Hyatt Westlake Plaza, Best Western Thousand Oaks Inn, Hampton Inn Thousand Oaks, La Quinta Inn, America's Best Value Inn. Sheraton Agoura Hills, Palm Garden Hotel.
- c. Other Members Present: Jill Lederer and Sue Tuttle – Greater Conejo Valley Chamber of Commerce; Haider Alawami – City of Thousand Oaks
- d. Guests Present: Carolyn Wooddall – Augustineldeas; Francine Sprigel, Mina Layba & Jim Crown, City of Thousand Oaks; Merley Greenidge, Celebrate Sweetly; Traci and Danny Greenberg, Great Race of Agoura; Dr. Tiffany Morse, Hilary Howard, Claudia Weintraub, Ventura County Office of Education
- e. A quorum was established.

III. Action Item: Approval of Agenda for January 20, 2015 Meeting

- a. Motion to approve the Agenda for the January 20, 2015 meeting by Jade Connolly, Hyatt Westlake Plaza and seconded by Kathleen Walk, Hampton Inn Agoura Hills. The motion was approved without objection.

IV. Action Item: Approval of Minutes from the December 16, 2014 Meeting

- a. Motion to approve the Minutes from the December 16, 2014 Meeting by Steven Ortmann, Palm Garden Hotel and seconded by Jade Connolly, Hyatt Westlake Plaza. The motion was approved without objection.

V. Public Comments

- a. Francine Sprigel, City of Thousand Oaks, reported on the TILE internship program and encouraged all the hotels to consider hiring an intern for the summer.

VI. Action Item: Endorsement of Grant Application by Goals Coast Consortium for a VC Innovates Career Pathways Grant (Presentation by Claudia Weintraub)

- a. Felix Wang, Best Western Plus Thousand Oaks Inn, motioned to approve endorsement

of the grant application and the writing of a letter stating support. Kathleen Walk, Hampton Agoura Hills, seconded the motion. Motion passed without objection.

VII. Discussion Item: Augustineldeas Monthly Update

- a. Carolyn Wooddall from Augustineldeas gave an update on results from the previous month and the work being done by Augustineldeas. The monthly report was included in the handouts.

VIII. Discussion Item: Review 2014 FYE Financial Reports

- a. Sue Tuttle, Controller reviewed the 2014 FYE Financial Reports showing the TID is on budget and progressing well.

IX. Committee Reports

- a. Sales Committee was at the NTA conference in New Orleans so there was no report.

X. Roundtable Discussion – CVTID Membership

XI. Next CVTID Meeting will be Tuesday, February 17, 2014 at 12:00pm

XII. Adjourn

- a. Chairman Steve Tarn adjourned the meeting at 1:20pm.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, February 17, 2015 at 12:00pm

I. Welcome/Call to Order – CVTID Chairman Steve Tarn

- a. Chairman Steve Tarn called the meeting to order at 12:03pm.

II. Roll Call – President & CEO Jill Lederer

- a. President & CEO Jill Lederer called the roll.
- b. Hotel Members Present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Homewood Suites, Hampton Inn Thousand Oaks, Palm Garden Hotel, Courtyard by Marriott, Towneplace Suites by Marriott.
- c. Other Members Present: Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce; Nathan Hamburger – City of Agoura Hills; Scott Engel – Conejo Recreation and Park District.
- d. Guests Present: Carolyn Wooddall – Augustineldeas.
- e. A quorum was established.

III. Action Item: Approval of Agenda for February 17, 2015 Meeting

- a. Motion to approve the Agenda for the February 17, 2015 Meeting by Greg Milligan (Sheraton Agoura Hills) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). The motion was approved without objection.

IV. Action Item: Approval of Minutes from the January 20, 2015 Meeting

- a. Motion to approve the Minutes from the January 20, 2015 Meeting by Kate Papa (Homewood Suites) and seconded by Greg Milligan (Sheraton Agoura Hills). The motion was approved without objection.

V. Public Comments

- a. There were no public comments.

VI. Discussion Item: Augustineldeas Monthly Update

- a. Carolyn Wooddall from Augustineldeas gave an update regarding the TID's ongoing paid digital advertising campaign. She discussed the TID's Website and Social Media Traffic for January 2015. She updated the group on the promotions running for the Great Race of Agoura Hills. She answered questions about Search Engine Optimization and Utilization of Google+.

- b. Board Members asked Augustine Ideas and Conejo Valley Chamber to provide for them more specific information about the amount of traffic that travels out of Conejo.com to their hotel websites. Adam Haverstock from Conejo Valley Chamber also volunteered to get lead generation statistics for the JackRabbit Booking Engine on Conejo.com.

VII. Committee Reports

- a. Sales Committee
 - i. Greg Milligan (Sheraton Agoura Hills) reported on behalf of the Sales Committee. The Sales Committee met the week prior and discussed a project in partnership with Conejo Recreation and Park District to discuss with youth sport organizers the tools offered by Conejo Valley Tourism to assist them in bringing tournaments to Conejo Valley.

VIII. Staff Reports

- a. Report on Local Outreach Opportunities
 - i. Adam Haverstock discussed the Report on Local Outreach Opportunities and suggested several events where Conejo Valley Tourism could reach out locally. Based upon feedback from members, Adam will explore involvement from as many as can reasonably be attended.
- b. Report on the National Tour Association Conference
 - i. Adam Haverstock discussed the recent trip to the National Tour Association Conference (NTA). Adam also distributed all of the contracts received by TID members at NTA. The board decided to allow all members to volunteer to reach out to NTA members to pursue additional business outreach opportunities.

IX. Roundtable Discussion – CVTID Membership

X. Next CVTID Meeting will be Tuesday, March 17, 2015 at 12:00pm

XI. Adjourn

- a. Chairman Steve Tarn adjourned the meeting at 1:04pm.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, March 17, 2015 at 12:00pm

Meeting Minutes

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

- a. President & CEO Jill Lederer called the meeting to order at 12:05pm

II. Roll Call – President & CEO Jill Lederer

- a. Hotel Members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Westlake Plaza, Best Western Thousand Oaks Inn, Homewood Suites, Hampton Inn Thousand Oaks, Palm Garden Hotel, La Quinta Inn, Courtyard by Marriott, America's Best Value Inn.
- b. Other Members present: Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce; Jim Freidl and Scott Engel – Conejo Recreation and Park District; Lynda Fulford – California Lutheran University; Haider Alawami – City of Thousand Oaks; Nathan Hamburger – City of Agoura Hills.
- c. Guests Present: Samantha Porter – Augustineldeas.

III. Action Item: Approval of Agenda for March 17, 2015 Meeting

- a. Motion to approve the Agenda for March 17, 2015 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Tresa Jackson (Homewood Suites). Motion was approved without objection.

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

- a. Motion to approve the Minutes from the February 17, 2015 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Mary Morris (Hampton Inn Thousand Oaks). Motion was approved without objection.

V. Public Comments

- a. There were no public comments.

VI. Special Presentations

a. Jason Williams and Greg Milligan – Sheraton Agoura Hills

- i. Jill Lederer, President & CEO presented awards to Jason Williams and Greg Milligan for their work on behalf of the Conejo Valley Tourism Improvement District.

b. Brittney Carter – Industry Relations Liaison, Visit California

- i. Brittany Carter made a presentation on behalf of Visit California. She discussed the structure of Visit California and the Dream Big Initiative. She answered questions from the Board Members.

VII. Discussion Item: Augustineldeas Monthly Update

- a. Samantha Porter made a presentation on behalf of Augustineldeas. She discussed the website and Social Media traffic for February, the Great Race promotion, the Spring FAM Tour and the Outdoor Booth design. Sam also answered questions from the Board Members.

VIII. Committee Reports

a. Sales Committee

- i. Adam Haverstock reported on behalf of the Sales Committee. He reported on the distribution of leads obtained through the National Tour Association and the upcoming meeting with Youth Sports Team Leaders on March 26th.

IX. Staff Reports

a. Report on the Visit California Outlook Forum

- i. Adam Haverstock reported on the Visit California Outlook Forum attended by him and Steve Ortmann on February 23-24.

b. Action Item: Donation To Special Olympics

- i. Motion to approve an allocation of \$2,500 from unallocated funds to The Special Olympics by Michael Murphy (Hyatt Westlake Plaza) and seconded by Sean Briody (Courtyard by Marriott Thousand Oaks). With a vote of 7-0-0 the motion was approved.

X. Roundtable Discussion – CVTID Membership

- a. There was no Roundtable Discussion.

XI. Adjourn

- a. Jill Lederer, President & CEO adjourned the meeting at 1:15pm.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, April 21, 2015 at 12:00pm

I. Welcome/Call to Order – CVTID Chairman Steve Tarn

- a. Chairman Steve Tarn called the meeting to order at 12:03pm.

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

- a. Hotel Members Present: Hampton Inn Agoura Hills, Hyatt Westlake Village, Best Western Thousand Oaks Inn, Homewood Suites, Hampton Inn Newbury Park, Palm Garden Hotel, La Quinta Inn, Courtyard by Marriott, Towneplace Suites by Marriott, Americas Best Value Inn.
- b. Other Members Present: Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce, Scott Engel – Conejo Recreation and Park District.
- c. Guests Present: Carolyn Wooddall – Augustineldeas, Merley Greenidge – Celebrate Sweetly, Tim Sumner – Columbia Publishing.
- d. A quorum was established.

III. Action Item: Approval of Agenda for April 21, 2015 Meeting

- a. Motion to approve the Agenda for the April 21, 2015 Meeting by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Steven Ortmann (Palm Garden Hotel). Motion was approved without objection.

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

- a. Motion to approve the Minutes from the March 17, 2015 Meeting by Kate Papa (Homewood Suites) and seconded by Sean Briody (Courtyard by Marriott). Motion was approved without objection.

V. Public Comments

- a. Merley Greenidge – Celebrate Sweetly. Encouraged CVTID Members to use her business's services.
- b. Tim Sumner – Columbia Publishing. Encouraged CVTID Members to use his business's services.

VI. Discussion Item: Augustineldeas Monthly Update

- a. Brian Lange and Carolyn Wooddall from Augustineldeas provided an update on CVTID's Website and Social Media Engagement and the transition from Quantcast to The Goodway Group for Digital Ads Purchasing and Placement. Carolyn Wooddall briefed the group on the upcoming FAM Tour.

VII. Committee Reports

- a. There were no committee reports.

VIII. Staff Reports

- a. **Action Item: Approve Resolution in Support of Modification of CVTID Assessment from \$1 per room night to 2% of room rate.**
 - i. Motion to approve the Resolution in Support of Modification of CVTID Assesment from \$1 per room night to 2% of room rate by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Sean Briody (Courtyard by Marriott). With a vote of 6-2-1 the resolution was adopted.
- b. **Action Item: Approve the repurpose of \$8,000 Budgeted for CVTID Website Maintenance to Professional Services to hire Civitas Consulting for CVTID Assessment Modification.**
 - i. Motion to approve the repurpose of \$8,000 budgeted for CVTID Website Maintenance to Professional Services to hire Civitas Consulting for CVTID Assessment Modification by Michael Murphy (Hyatt Westlake Plaza) and seconded by Sean Briody (Courtyard by Marriott). With a vote of 9-0-0 the motion is approved.
- c. **Discussion Item: Quarterly Financial Report for Q1 2015**
 - i. Sue Tuttle, Controller for the Conejo Valley Tourism Improvement District presented the Quartly Financial Report for Q1 2015.

IX. Roundtable Discussion – CVTID Membership

- a. Steve Tarn (Hampton Inn Thousand Oaks) announced that he has accepted a regional position within his company and will have to step down as Chairman of CVTID after the May meeting. An election for a new Chairman will be called for the May Meeting.

X. Adjourn

- a. Chairman Steve Tarn adjourned the meeting at 1:13pm.



Resolution 2015:1

Approved by the Board of Directors on April 21, 2015

**RESOLUTION IN SUPPORT OF MODIFICATION OF THE
CONEJO VALLEY TOURISM IMPROVEMENT DISTRICT ASSESSMENT**

- Whereas:** Conejo Valley Tourism Improvement District (CVTID) serves the region's economy, and markets the Conejo Valley as a prime vacation destination to travelers in California, the United States, and worldwide. It increases awareness of the area's offerings, preserves its unique attributes, and invests in its growth and development; and
- Whereas:** The Cities of Thousand Oaks and Agoura Hills instituted a \$1 per room night assessment on hotel stays to provide operating funds for CVTID; and
- Whereas:** As CVTID continues to grow in order to remain competitive with other local Tourism Improvement Districts, its members have seen the need to modify the manner in which funds raised for the District are assessed; Now therefore let it be
- Resolved:** That the Conejo Valley Tourism Improvement District expresses its support for the proposed modification to the assessment of TID Fees, changing from a \$1 per room night fee to a 2 percent of hotel room rate fee effective January 1, 2016; and let it be
- Resolved:** That the Conejo Valley Tourism Improvement District encourage members of the Thousand Oaks City Council and the Agoura Hills City Council to subsequently pass legislation modifying their respective TID assessments from \$1 per room night to 2 percent of hotel room rate.

**APPROVED BY THE BOARD OF DIRECTORS OF THE
CONEJO VALLEY TOURISM IMPROVEMENT DISTRICT**

A handwritten signature in black ink, appearing to read "Steve Tarn".

Steve Tarn, Chairman

A handwritten signature in black ink, appearing to read "Jill Lederer".

Jill Lederer, President & CEO



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, May 19, 2015 at 12:00pm

I. Welcome/Call to Order – CVTID Chairman Steve Tarn

- a. Chairman Steve Tarn called the meeting to order at 12:06pm.

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

- a. Hotel Members Present: Hampton Inn Agoura Hills, Best Western Thousand Oaks Inn, Homewood Suites, Hampton Inn Newbury Park, Palm Garden Hotel, Courtyard by Marriott, Towneplace Suites by Marriott
- b. Other Members Present: Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce, Haider Alawami – City of Thousand Oaks.
- c. Guests Present: Carolyn Wooddall – Augustineldeas, Debby Giovinazzo – Conejo Valley Wineries.
- d. A quorum was established.

III. Action Item: Approval of Agenda for May 19, 2015 Meeting

- a. Motion to approve the Agenda for the April 21, 2015 Meeting by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Steven Ortmann (Palm Garden Hotel). Motion was approved without objection.

IV. Action Item: Approval of Minutes from the April 21, 2015 Meeting

- a. Motion to approve the Minutes from the March 17, 2015 Meeting by Kate Papa (Homewood Suites) and seconded by Sean Briody (Courtyard by Marriott). Motion was approved without objection.

V. Public Comments

- a. Debby Giovinazzo – Conejo Valley Wineries. Discussed potential partnership between Conejo Valley Tourism and Conejo Valley Wineries.

VI. Action Item: Election of Officers

- a. Motion to elect Felix Wang (Best Western Thousand Oaks Inn) as Chairman of Conejo Valley Tourism District to complete the 2015 term by Steve Tarn (Hampton Inn Thousand Oaks) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 7-0-0 the motion is approved.

VII. Action Item: Support SB 593 Regarding Residential Rentals for Tourist or Transient Use

- a. Motion to Support California Senate Bill 593 regarding residential rentals for tourist or transient use by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Felix Wang (Best Western Thousand Oaks Inn). With a vote of 7-0-0 the motion is approved.

VIII. Discussion Item: Augustineldeas Monthly Update

- a. Brian Lange and Carolyn Wooddall from Augustineldeas provided an update on CVTID's Website and Social Media Engagement. Sam Hollis provided an update on the May 2015 Fam Tour.

IX. Committee Reports

- a. Sales Committee
 - i. The Sales Committee met and did not have a quorum.

X. Staff Reports

- a. Discussion Item: Report on the Great Race of Agoura Hills
 - i. Adam Haverstock provided a report on the outreach effort at the Great Race of Agoura Hills

XI. Roundtable Discussion – CVTID Membership

- a. No items were discussed.

XII. Adjourn

- a. Chairman Steve Tarn adjourned the meeting at 1:36pm.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, June 16, 2015 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. Hotel Members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Westlake Plaza, Best Western Thousand Oaks Inn, Homewood Suites, Palm Garden Hotel, Courtyard by Marriott, Towneplace Suites by Marriott
- b. Other Members present: Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce; Haider Alawami – City of Thousand Oaks; Lynda Fulford – California Lutheran University; Scott Engel – Conejo Recreation and Park District
- c. Guests present: Carolyn Wooddall – Augustineldeas; Brittany Carter – Visit California; Dan Goldstein – Conejo Valley Guide
- d. A quorum was present.

III. Action Item: Approval of Agenda for June 16, 2015 Meeting

- a. Motion to approve the Agenda for the June 16, 2015 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Michael Reardon (Palm Garden Hotel). Motion was approved without objection.

IV. Action Item: Approval of Minutes from the May 19, 2015 Meeting

- a. Motion to approve the Minutes from the May 19, 2015 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Sean Briody (Courtyard by Marriott). Motion was approved without objection.

V. Public Comments

- a. Brian Wright from Visit California made a brief remarks praising the success of Conejo Valley Tourism Improvement District and introducing himself to the group.

VI. Action Item: Election of Officers for remainder of Fiscal Year 2015

- a. Motion to elect Steve Ortmann (Palm Garden Hotel) as the Vice Chairman of Conejo Valley Tourism Improvement District for the remainder of fiscal year 2015 by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Tresa Jackson (Homewood Suites). With a vote of 7-0-0 the motion was approved.

- b. *The election of Steve Ortmann to Vice Chairman created a vacancy in the position of Secretary.*
- c. Motion to elect Michael Murphy (Hyatt Westlake Plaza) as the Secretary of Conejo Valley Tourism Improvement District for the remainder of fiscal year 2015 by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Sean Briody (Courtyard by Marriott). With a vote of 7-0-0 the motion was approved.

VII. **Action Item: Ratification of Officers for Conejo Valley Tourism Improvement District for Fiscal Year 2015**

- a. Motion to ratify the following officers of the Conejo Valley Tourism Improvement District for Fiscal Year 2015: Chairman – Felix Wang; Vice Chairman – Steve Ortmann; Treasurer – C.C. Patel; Secretary – Michael Murphy; President/CEO – Jill Lederer. Motion by Tresa Jackson (Homewood Suites) and seconded by Sean Briody (Courtyard by Marriott). With a vote of 8-0-0 the motion was approved.

VIII. **Action Item: Authorize Bank Account Signers for Conejo Valley Tourism Improvement District for Fiscal Year 2015**

- a. Motion to authorize the following Bank Account Signers for the Conejo Valley Tourism Improvement District: Felix Wang, Steve Ortmann, C.C. Patel, Michael Murphy and Jill Lederer. Motion by Tresa Jackson (Homewood Suites) and seconded by Sean Briody (Courtyard by Marriott). With a vote of 8-0-0 the motion was adopted.

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

- a. Carolyn Wooddall from Augustineldeas provided an update on Conejo Valley Tourism's ongoing digital marketing campaign, website traffic, social media traffic, public relations efforts and upcoming promotions.

X. **Staff Reports**

a. **Action Item: Approve the expenditure of \$2,925 from unallocated funds for Professional Services for the purpose of purchasing the STAR Report and Forecast from Smith Travel Research**

- i. Motion to approve the expenditure of \$2,925 from unallocated funds for professional services for the purchase of the STAR Report and Forecast from Smith Travel Research by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Tresa Jackson (Homewood Suites). With a vote of 8-0-0 the motion was approved.

XI. **Roundtable Discussion – CVTID Membership**

XII. **Adjourn**

- a. Chairman Felix Wang adjourned the meeting at 1:07pm.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, July 21, 2015 at 12:00pm

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

- a. Chairman Felix Wang called the meeting to order at 12:04pm

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

- a. Hotel Members present: Hampton Agoura Hills, Hyatt Westlake Plaza, Best Western Thousand Oaks Inn, Homewood Suites, Hampton Inn Newbury Park, Palm Garden Hotel, La Quinta Inn, Courtyard by Marriott, Towneplace Suites by Marriott, Americas Best Value Inn
- b. Other Members present: Jill Lederer, Ofelia Flores and Adam Haverstock – Greater Conejo Valley Chamber of Commerce
- c. Guests Present: Melanie Salveson – Ronald Reagan Presidential Library; Carolyn Wooddall – Augustineldeas; Debby Giovinazzo – Sunland Vintage Winery

III. Action Item: Approval of Agenda for July 21, 2015 Meeting

- a. Motion to approve the Agenda for the July 21, 2015 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Tresa Jackson (Homewood Suites). Motion was approved without objection.

IV. Action Item: Approval of Minutes from the June 16, 2015 Meeting

- a. Motion to approve the Minutes from the June 16, 2015 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Steve Ortmann (Palm Garden Hotel). Motion was approved without objection.

V. Public Comments

- a. Adam Haverstock (Greater Conejo Valley Chamber of Commerce) introduced his intern Joe Shimamoto. He stated that it was Joe's last day interning at the Chamber of Commerce and gave Joe a Notepad as a gift.
- b. Melanie Salveson (Ronald Reagan Presidential Library) discussed the upcoming Vatican Exhibit.

VI. Discussion Item: Augustineldeas Monthly Update

- a. Carolyn Wooddall provided the Augustineldeas monthly update. Brian Lange from Augustineldeas called in to report on the website and paid media campaign

performance. Carolyn Wooddall discussed the Public Relations, Fam Tour and the upcoming Dallas Cowboys Promotion.

- b. Brian Lange (via Phone) and Carolyn Wooddall explained the plans for the use of additional funds for paid media, if they are approved by the CVTID Board. The plans mostly include increased funds to be spent on Video Advertisements.

VII. **Discussion Item: Financial Report for 2nd Quarter 2015**

- a. Ofelia Flores (Greater Conejo Valley Chamber of Commerce) presented the 2nd Quarter Financial Report for CVTID. She reported that CVTID is general in line with the proposed budget approved for 2015. She also reported that the TID has at least \$50,000 in unrestricted funds available in its operating account that can be allocated for TID use.

VIII. **Action Item: Motion to approve the expenditure of unallocated funds: \$5,000 for Conferences and \$20,000 for Paid Digital Media**

- a. Motion to approve the expenditure of \$20,000 in unallocated funds for Paid Digital Media by Steve Ortmann (Palm Garden Hotel) and seconded by Michael Murphy (Hyatt Westlake Plaza). With a vote of 9-0-0 the motion was approved.
- b. No action was taken to allocate \$5,000 for Conferences.

IX. **Action Item: Motion to approve the transfer of \$25,000 in unallocated funds to the CVTID Money Market Account for Financial Reserves**

- a. Motion to approve the transfer of \$25,000 in unallocated funds to the CVTID Money Market Account for Financial Reserves by Michael Murphy (Hyatt Westlake Plaza) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 9-0-0 the motion was approved

X. **Discussion Item: CVTID Board Retreat**

- a. Adam Haverstock (Greater Conejo Valley Chamber of Commerce) proposed hosting a 1-day retreat for CVTID Board Members during the November Board Meeting. Members generally agreed.

XI. **Roundtable Discussion – CVTID Membership**

- a. Michael Murphy (Hyatt Westlake Plaza) announced that he will be taking a new position for Hyatt in Austin, Texas. He will no longer be able to serve as a member of the CVTID Board of Directors or as Secretary of the Board.

XII. **Adjourn**

- a. Chairman Felix Wang adjourned the meeting at 1:48pm.



**Conejo Valley Tourism Improvement District (CVTID)
Tuesday, August 18, 2015 at 12:00pm**

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

- a. Chairman Felix Wang (Best Western Thousand Oaks Inn) called the meeting to order at 12:06pm

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

- a. Hotel Members present: Sheraton Agoura Hills, Hyatt Westlake Plaza, Best Western Thousand Oaks Inn, Homewood Suites, Palm Garden Hotel, La Quinta Inn, Courtyard by Marriott, Towneplace Suites by Marriott.
- b. Other Members present: Haider Alawami – City of Thousand Oaks; Nathan Hamburger – City of Agoura Hills; Jill Lederer and Ofelia Flores – Greater Conejo Valley Chamber of Commerce.
- c. Guests Present: Melanie Salveson – Ronald Reagan Presidential Library; Debby Giovinazzo – Sunland Vintage Tasting Room; Carolyn Wooddall and Danielle Diaz – Augustineldeas.
- d. A quorum was present.

III. Action Item: Approval of Agenda for August 18, 2015 Meeting

- a. Motion to approve the Agenda for August 18, 2015 by Steven Ortmann (Palm Garden Hotel) and seconded by Sean Briody (Courtyard by Marriott). Motion was approved without objection.

IV. Action Item: Approval of Minutes from the July 21, 2015 Meeting

- a. Motion to approve the Minutes from the July 21, 2015 Meeting by Steven Ortmann (Palm Garden Hotel) and seconded by Sean Briody (Courtyard by Marriott). Motion was approved without objection.

V. Public Comments

- a. There were no public comments.

VI. Action Item: Election of Officers – Secretary

- a. Motion to appoint Ian Gee (Sheraton Agoura Hills) as Secretary for the Conejo Valley Tourism District for the remainder of the 2015 term by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Steven Ortmann (Palm Garden Hotel). With a vote of 9-0-0 the motion was approved.

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

- a. Carolyn Wooddall provided an update to the Board of Directors concerning the July Website and Social Media Traffic, the Video Paid Marketing Campaign with Millennial Media, the Social Media Campaign in concert with the Dallas Cowboys Training Camp and an update on the Fall Familiarization Tour.
- b. Carolyn Wooddall introduced Danielle Diaz, who is the new Public Relations Coordinator for Conejo Valley Tourism Improvement District.

VIII. **Action Item: Motion to approve CVTID 2014 Audited Financial Statement Review and 2014 Tax Return (Ofelia Flores)**

- a. Motion to approve the CVTID 2014 Audited Financial Statement Review and the 2014 Tax Return by Steve Ortmann (Palm Garden Hotel) and seconded by Ian Gee (Sheraton Agoura Hills). The Motion was approved without objection.

IX. **Action Item: Motion to approve the expenditure of \$5,000 in unallocated funds for Conferences.**

- a. Motion to approve the expenditure of \$5,000 in unallocated funds for Conferences by Steven Ortmann (Palm Garden Hotel) and seconded by Sean Briody (Courtyard by Marriott). The motion was approved without objection.

X. **Roundtable Discussion – CVTID Membership**

- a. The Conejo Valley Tourism District will have a retreat during its November 17th Meeting. The retreat is currently being planned and more details will be released.

XI. **Adjourn**

- a. Chairman Felix Wang (Best Western Thousand Oaks Inn) adjourned the meeting at 1:27pm.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, October 20, 2015 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, Hyatt Westlake Plaza, 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, Ofelia Flores and Adam Haverstock – Greater Conejo Valley Chamber of Commerce; Haider Alawami – City of Thousand Oaks; Joelyn Caprine and Mariela Masuda – Homewood Suites.
- d. Guests Present: Carolyn Wooddall – Augustineldeas; Debby Giovinazzo – Sunland Vintage Winery; Melanie Salveson – Ronald Reagan Presidential Library.
- e. A quorum was established.

III. Action Item: Approval of Agenda for October 20, 2015 Meeting

- a. Motion to approve the Agenda for the October 20, 2015 Meeting by Tresa Jackson (Homewood Suites) and seconded by Sean Briody (Courtyard by Marriott). Motion was approved without objection.

IV. Action Item: Approval of Minutes from the August 18, 2015 Meeting

- a. Motion to approve the Minutes from the August 18, 2015 Meeting by Ian Gee (Sheraton Agoura Hills) and seconded by Sid Ramani (Hyatt Westlake Plaza). Motion was approved without objection.

V. Public Comments

- a. Melanie Salveson (Ronald Reagan Presidential Library) reported that the Library will host the Vietnam Memorial November 18-22, 2015. The display is 24 hours a day.

VI. **Action Item: Approval of 2016 Budget**

- a. Adam Haverstock from Greater Conejo Valley Chamber of Commerce presented the proposed 2016 CVTID Budget. He answered questions from members of the CVTID Board of Directors.
- b. Motion to approve the 2016 Budget as presented by Tresa Jackson (Homewood Suites) and seconded by Steven Ortmann (Palm Garden Hotel). With a vote of 9-0-0 the motion is approved.

VII. **Action Item: Motion to approve the transfer of \$2,000 from Conferences to Meeting Expenses for CVTID Retreat**

- a. Motion to approve the transfer of \$2,000 from Conferences to Meeting Expenses for CVTID Retreat by Steven Ortmann (Palm Garden Hotel) and seconded by Sean Briody (Courtyard by Marriott). With a vote of 9-0-0 the motion is approved.

VIII. **Discussion Item: 3rd Quarter Financial Report**

- a. CVTID Controller Ofelia Flores presented the 3rd Quarter Financial Report. She answered questions from members of the CVTID Board of Directors.

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

- a. Carolyn Wooddall from Augustineldeas presented the Augustineldeas monthly update. She presented information about website and paid media reporting for September, provided a public relations update, provided an update on the upcoming Fam Tour and reviewed the budget recommendations from Augustineldeas.

X. **Roundtable Discussion – CVTID Membership**

- a. Adam Haverstock from Greater Conejo Valley Chamber of Commerce reminded members of CVTID that the next meeting of the Board will be a retreat on Tuesday, November 17th at the Founders Room in the Thousand Oaks Civic Arts Plaza.
- b. Adam Haverstock asked the TID Board members for direction regarding possible future CVTID Board action to sponsor the 2015 Agoura Hills State of the City and the Thousand Oaks State of the City. This item will be a future agenda item.

XI. **Adjourn**

- a. Chairman Felix Wang adjourned the meeting at 1:27pm.



CVTID 2016 Budget

	<u>2015 Budget</u>	<u>2016 Proposal</u>	<u>% Change</u>
Income			
Assessment	\$ 495,000	\$ 1,100,000	122%
Total Income	\$ 495,000	\$ 1,100,000	122%
Expenses			
Administration Fees			
Agoura Hills (1%)	\$ 5,000	\$ 11,000	120%
Chamber of Commerce (20%)	\$ 99,000	\$ 220,000	122%
Transfer to Reserve Account (10%)	\$ -	\$ 110,000	-
Advertising and Marketing			
Strategic Marketing Plan	\$ 2,500	\$ 2,500	0%
Annual Report	\$ -	\$ 2,500	-
Account Management	\$ 54,000	\$ 54,000	0%
Public Relations	\$ 54,000	\$ 54,000	0%
Social Media Marketing	\$ 24,000	\$ 24,000	0%
Website Design and Hosting	\$ 18,000	\$ 15,000	-17%
Print Materials and Promotional Items	\$ 1,000	\$ 10,000	900%
Fam Tours and Media Events	\$ 19,000	\$ 35,000	84%
Reservation Booking Engine	\$ 10,800	\$ 10,800	0%
Conferences and Travel	\$ 20,000	\$ 50,000	150%
Paid Advertising	\$ 100,000	\$ 420,000	320%
Normal Expenses			
Insurance (Liability and D & O)	\$ 2,000	\$ 2,000	0%
Membership Dues	\$ 6,000	\$ 6,000	0%
Operating Supplies	\$ 2,000	\$ 2,000	0%
Postage	\$ 100	\$ 100	0%
Professional Services	\$ 4,000	\$ 10,000	150%
Equipment	\$ -	\$ 5,000	-
Board Of Directors Meeting Expenses	\$ -	\$ 5,000	-
Total Expenses	\$ 421,400	\$ 1,048,900	149%
Profit or Loss	\$ 73,600	\$ 51,100	-31%
%	14.87%	4.65%	-69%



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

Tuesday, November 17, 2015 at 12:00pm

- I. **Welcome/Call to Order – CVTID Chairman Felix Wang**
 - a. Chairman Felix Wang called the meeting to order at 12:35pm
- II. **Roll Call/Self Introductions – President & CEO Jill Lederer**
 - a. Members provided self-introductions.
 - b. Hotel members present: Hampton Inn Agoura Hills, Homewood Suites, Sheraton Agoura Hills, Motel 6, Best Western Thousand Oaks Inn, Palm Garden Hotel, America's Best Value Inn, Towneplace Suites, Courtyard by Marriott.
 - c. Other members present: Greg Ramirez and Nathan Hamburger – City of Agoura Hills; Haider Alawami – City of Thousand Oaks; Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce
 - d. Guest present: Brittany Carter – Visit California; Sheila Mayfield – Epona Estate Vineyard; Will Wardle and Denise Donlon – Oak Canyon Ranch; Debbie Augustine, Julie Amos, Carolyn Wooddall, Danielle Lees, Shawn Grant, Michael Mezzanotte and Lee Goddard – Augustine Ideas; Matt Midura – Pepperdine University.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for November 17, 2015 Meeting**
 - a. Motion to approve the Agenda for November 17, 2015 by Ian Gee (Sheraton Agoura Hills) and seconded by CC Patel (America's Best Value Inn). Motion was approved by voice vote.
- IV. **Action Item: Approval of Minutes from the October 20, 2015 Meeting**
 - a. Motion to approve the Minutes from the October 20, 2015 Meeting by Ian Gee (Sheraton Agoura Hills) and seconded by CC Patel (America's Best Value Inn). Motion was approved by voice vote.
- V. **Public Comments**
 - a. There were no public comments.
- VI. **Action Item: Election of Officers**
 - a. **Election of Chairman, Vice Chairman, Treasurer and Secretary**
 - i. Motion to elect Felix Wang as Chairman, Steven Ortmann as Vice Chairman, CC Patel as Treasurer and Ian Gee as Secretary by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Tresa Jackson (Homewood Suites). With a vote of 10-0-0 the motion was approved.
- VII. **Discussion Item: Augustineldeas Monthly Update**

- a. Carolyn Wooddall, Danielle Lees and Shawn Grant provided the monthly update from Augustineldeas. Carolyn Discussed the Social Media Campaigns. Shawn discussed paid media and website traffic. Danielle discussed Public Relations and a recent Familiarization Tour.

VIII. **Action Item: Motion to transfer \$3,000 from Memberships to Paid Marketing for Sponsorship of Thousand Oaks State of the City**

- a. Motion to transfer \$3,000 from Memberships to Paid Marketing for sponsorship of Thousand Oaks State of the City by CC Patel (America's Best Value Inn) and seconded by Steven Ortmann (Palm Garden Hotel). With a vote of 10-0-0 the motion was approved.

IX. **Action Item: Motion to amend the 2016 Annual Budget to include \$31,000 for Depreciation in Normal Expenses**

- a. Motion to amend the 2016 Annual Budget to include \$31,000 for Depreciation in Normal Expenses by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Steven Ortmann (Palm Garden Hotel). With a vote of 10-0-0 the motion was approved.

X. **Roundtable Discussion – CVTID Membership**

- a. There were comments in the Roundtable Discussion

XI. **Adjourn**

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