Conejo Valley Tourism Improvement District (CVTID)  
SPECIAL MEETING MINUTES  
Tuesday, January 24, 2017 at 12:00pm

I. Welcome/Call to Order – CVTID Chairman Steve Ortmann  
   a. Chairman Steve Ortmann called the meeting to order at 12:00pm.

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

   b. Other Members Present: Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce.

   c. A quorum was established.

III. Action Item: Approval of Agenda for January 24, 2017 Special Meeting  
   a. Motion to approve the Agenda for January 24, 2017 Special Meeting by Michael Reardon (Palm Garden Hotel) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). Motion was approved without objection.

IV. Public Comments  
   a. There were no public comments.

V. Action Item: Approval of Agreement with Civitas Advisors for professional services for the Conejo Valley Tourism Improvement District modification and renewal  
   a. Motion to approve the agreement with Civitas Advisors for professional services for the Conejo Valley Tourism Improvement District Modification and Renewal by Vincent Bucci (Hyatt Regency Westlake) and seconded by Joelyn Caprine (Homewood Suites). With a vote of 10-0-0 the motion was adopted.

VI. Action Item: Approval of the expenditure of $2,000 from Paid Marketing to sponsor the California Lutheran University State of the University  
   a. Motion to approve the expenditure of $2,000 from Paid Marketing to sponsor the California Lutheran University State of the City by Sean Briody (Courtyard by Marriott) and seconded by Felix Wang (Best Western Thousand Oaks Inn). With a vote of 10-0-0 the motion was approved.
VII. **Adjourn**

a. Chairman Steven Ortmann adjourned the meeting at 12:10pm
I. **Welcome/Call to Order – CVTID Chairman Steven Ortmann**
   a. Chairman Steven Ortmann called the meeting to order at 12:05pm.

II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
   a. Members and guests provided self introductions and President/CEO Jill Lederer took the roll.
   
   
   c. Other members present: Haider Alewami – City of Thousand Oaks; Nathan Hamburger – City of Agoura Hills; Jill Lederer, Adam Haverstock and Ofelia Flores – Greater Conejo Valley Chamber of Commerce.
   
   d. Guests Present: Sulin Ruvalcaba – Ventura County Office of Education; Tish Cabezas – The Oaks Shopping Center; Carolyn Wooddall – Augustine Agency.
   
   e. A quorum was established.

III. **Action Item: Approval of Agenda for February 21, 2017 Meeting**
   a. Motion to approve the Agenda for the February 21, 2017 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Mary McVicker (Hampton Inn Thousand Oaks). The motion was approved by voice vote.

IV. **Action Item: Approval of Minutes from the January 24, 2017 Special Meeting**
   a. Motion to approve the Minutes from the January 24, 2017 Special Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Felix Wang (Best Western Thousand Oaks Inn). The motion was approved by voice vote.

V. **Public Comments**
   a. Sulin Ruvalcaba from the Ventura County Office of Education spoke about Hospitality Week and the Hospitality Entrée to Employment.

VI. **Discussion Item: AugustineIdeas Monthly Update**
   a. Carolyn Wooddall (Augustine Agency) provided the January Board Report, which included a website traffic update, advertisements update, content management update and information about the Conejo Valley Tourism digital ads that have been developed.
VII. **Discussion Item: CVTID 2016 Q4 Financial Report – Ofelia Flores**  
a. Ofelia Flores (Greater Conejo Valley Chamber of Commerce) provided the 2016 Q4 Financial Report and answered questions related to the CVTID finances.

VIII. **Discussion Item: Staff Report on Conferences – Adam Haverstock**  
a. Adam Haverstock (Greater Conejo Valley Chamber of Commerce) updated the group on conferences that have been attended by CVTID members and informed the group about upcoming conferences that will be attended.

IX. **Discussion Item: Sales Committee Report**  
a. Elodie Habasque (Hyatt Regency Westlake) updated the CVTID Board regarding a proposed project to sponsor the Los Angeles Business Tourism Association Meeting at the Ronald Reagan Presidential Library.

X. **Discussion Item: CVTID Modification and Renewal Update**  
a. Adam Haverstock (Greater Conejo Valley Chamber of Commerce) updated the Board on the progress of the CVTID Modification and Renewal. He answered questions regarding the CVTID Management District Plan and the petition for the modification and renewal.

XI. **Adjourn**  
a. Chairman Steven Ortmann adjourned the meeting at 1:16pm.
I. Welcome/Call to Order – CVTID Chairman Steven Ortmann
   a. Chairman Steven Ortmann called the meeting to order at 12:09pm

II. Roll Call/Self Introductions – President/CEO Jill Lederer
   a. Members and guests provided self-introductions.
   b. Hotel Members Present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Best Western Thousand Oaks Inn, Palm Garden Hotel, 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.
   e. A quorum was established.

III. Action Item: Approval of Agenda for March 21, 2017 Meeting
    a. Motion to approve the Agenda for the March 21, 2017 meeting by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). Motion was approved by voice vote without objection.

IV. Action Item: Approval of Minutes from the February 21, 2017 Special Meeting
    a. Motion to approve the Minutes from the February 21, 2017 Meeting by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). Motion was approved by voice vote without objection.

V. Public Comments
   a. Melanie Salveson from the Ronald Reagan Presidential Library discussed two upcoming exhibits to the library. The first is a Madeline Albright exhibit starting on April 3rd. The second is the Titanic exhibit which will run from May 27th to the beginning of 2018.
VI. **Action Item: Election of CVTID Treasurer**
   a. Motion to elect Mary McVicker (Hampton Inn Thousand Oaks) as the Treasurer of the Conejo Valley Tourism Improvement District for the remainder of the 2017 term by Steven Ortmann (Palm Garden Hotel) and seconded by Felix Wang (Best Western Thousand Oaks Inn). With a vote of 8-0-0 the motion was approved.

VII. **Discussion Item: AugustineIdeas Monthly Update**
   a. Chelsea Harden and Debbie Augustine from Augustine Agency provided the monthly update. Their report also included Danielle Lees and Brian Lange, who reported via video conference from Roseville, California.

   b. The staff from Augustine Agency reported the February website and paid marketing results, discussed the CVTID Annual Report that they produced and gave an update on creative projects. They answered questions from members of the CVTID Board.

VIII. **Discussion Item: Sales Committee Report**
   a. Al Alam (Motel 6) reported on the CVTID Sales trip to the Go West Summit in Reno, Nevada and answered questions from the members of the CVTID Board.

   b. Felix Wang (Best Western Thousand Oaks Inn), Steven Ortmann (Palm Garden Hotel) and Adam Haverstock (Greater Conejo Valley Chamber of Commerce) reported on the CVTID attendance at the Visit California Outlook Forum. They also answered questions from the members of the CVTID Board.

   c. Adam Haverstock (Greater Conejo Valley Chamber of Commerce) reported that CVTID board members and partners would be attending the National Association of Sports Commissions Conference March 27-30 in Sacramento, California.

IX. **Roundtable Discussion – CVTID Membership**
   a. No items were discussed during the Roundtable Discussion.

X. **Adjourn**
   a. Chairman Steve Ortmann adjourned the meeting at 1:07pm.
Conejo Valley Tourism Improvement District (CVTID)
Tuesday, June 20, 2017 at 12:00pm
Meeting Minutes

I. Welcome/Call to Order – CVTID Chairman Steven Ortmann
   a. Vice Chair Kim Cartaino called the meeting to order at 12:09pm

II. Roll Call/Self Introductions – President/CEO Jill Lederer
   a. The CVTID Board members provided self introductions.
   c. Other Members Present: Jill Lederer, Adam Haverstock and Ofelia Flores – Greater Conejo Valley Chamber of Commerce; Haider Alawami – City of Thousand Oaks
   e. A quorum was established.

III. Action Item: Approval of Agenda for June 20, 2017 Meeting
   a. Motion to approve the agenda for the June 20, 2017 Meeting by Mary McVicker (Hampton Inn Thousand Oaks) and seconded by Sean Briody (Courtyard by Marriott). The motion was approved without objection.

IV. Action Item: Approval of Minutes from the March 21, 2017 Special Meeting
   a. Motion to approve the minutes from the March 21, 2017 Special Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Sean Briody (Courtyard by Marriott). The motion was approved without objection.

V. Public Comments

VI. Discussion Item: AugustineIdeas Monthly Update – Sarah Andrews
   a. Sarah Andrews and Marta Ryan (Augustine Agency) provided the Augustine Agency monthly update. The report included reporting of the content
management and advertising campaigns run during May 2017 and preliminary reporting from the Oak Heart Country Music Festival that CVTID sponsored.

VII. **Discussion Item: 2016 Tax Return and Financial Review – Ofelia Flores**

a. Ofelia Flores (Greater Conejo Valley Chamber of Commerce) reported that the 2016 taxes for CVTID had been filed and an accountant has conducted a financial review. CVTID board members reviewed the taxes and the report of the financial review.

VIII. **Discussion Item: Sales Committee Report**

a. **Los Angeles Event Expo Report – Michael Reardon**

   i. Michael Reardon (Palm Garden Hotel) reported on CVTID members’ attendance at the Los Angeles Event Expo.

b. **Los Angeles Business Travel Association Report – Elodie Habasque**

   i. Adam Haverstock (Greater Conejo Valley Chamber of Commerce) reported on the Los Angeles Business Travel Association (LABTA) Meeting. Elodie Habasque was not present.

IX. **Discussion Item: Salem Media Group Los Angeles– Mary McVicker**

a. Mary McVicker (Hampton Inn Thousand Oaks) reported that CVTID will be purchasing advertising from Salem Communications Los Angeles, including event exhibiting, radio advertisements and print advertisements.

X. **Roundtable Discussion – CVTID Membership**

a. No items were discussed during the Roundtable Discussion.

XI. **Adjourn**

a. Vice Chair Kim Cartaino adjourned the meeting at 12:53pm
Conejo Valley Tourism Improvement District (CVTID)
Tuesday, July 18, 2017 at 12:00pm
Meeting Minutes

I. Welcome/Call to Order – CVTID Chairman Steven Ortmann
   a. Vice Chairman Kim Cartaino called the meeting to order at 12:03pm.

II. Roll Call – Adam Haverstock
    a. Adam Haverstock took the roll.
    b. Hotel Members Present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Best Western Thousand Oaks Inn, Palm Garden Hotel, Courtyard by Marriott, Towneplace Suites by Marriott, America’s Best Value Inn.
    c. Other Members Present: Adam Haverstock and Ofelia Flores – Greater Conejo Valley Chamber of Commerce.
    e. A quorum was established.

III. Action Item: Approval of Agenda for July 18, 2017 Meeting
    a. Motion to approve the Agenda for the July 18, 2017 Meeting by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). The motion was approved without objection.

IV. Action Item: Approval of Minutes from the June 20, 2017 Special Meeting
    a. Motion to approve the Minutes from the June 20, 2017 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Sean Briody (Courtyard by Marriott). The motion was approved without objection.

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

VI. Discussion Item: Augustine Monthly Update – Sarah Andrews
Sarah Andrews, Marta Ryan and Brian Lange from Augustine presented the monthly CVTID update. Brian updated the board of directors on the progress of the paid advertising campaigns and the website traffic. Marta Ryan and Sarah Andrews updated the board on the Content Management Activities.

VII. **Discussion Item: Q2 2017 Financial Report – Ofelia Flores**

a. Ofelia Flores from Greater Conejo Valley Chamber of Commerce presented the Q2 2017 Financial Report and answered questions about the report from the members of the board of directors.

VIII. **Discussion Item: Sales Committee Report – Sean Briody**

a. Sean Briody from Courtyard by Marriott presented the Sales Committee report. He reported on plans to attend conferences during the second half of 2017 and beginning of 2018.

IX. **Roundtable Discussion – CVTID Membership**

a. Adam Haverstock from Greater Conejo Valley Chamber of Commerce reported that CVTID has completed the process of modification and renewal. He reported that the new TID will start on September 1, 2017 and sunset on August 30, 2027.

b. Felix Wang from Best Western Thousand Oaks Inn suggested CVTID research sponsorships of local events in target markets in the Los Angeles DMA. Kim Cartaino from Sheraton Agoura Hills suggested CVTID look into local partnership opportunities and local industry specific events.

c. Chairman Steve Ortmann referred both suggestions to the Sales Committee for consideration.

X. **Next Meeting will be Tuesday, August 15, 2017 (Webinar Meeting)**

XI. **Adjourn**

a. Chairman Steve Ortmann adjourned the meeting at 12:50pm.
I. Welcome/Call to Order – CVTID Chairman Steven Ortmann
   a. Chairman Steven Ortmann called the meeting to order at 12:09pm

II. Roll Call – Jill Lederer
   a. Jill Lederer took the roll.
   b. Hotel members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites, Palm Garden Hotel, Motel 6, Courtyard by Marriott, Towneplace Suites by Marriott.
   c. Other Members Present: Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce; Haider Alawami – City of Thousand Oaks.
   d. Guests Present: Sarah Andrews – Augustine; Lynda Fulford, Gerhard Apfelthaler and Stacy Swanson – California Lutheran University; Melanie Salveson – Ronald Reagan Presidential Library; Rochelle Callis – Conejo Recreation and Park District.
   e. A quorum was established.

III. Action Item: Approval of Agenda for September 19, 2017 Meeting
   a. Motion to approve the agenda for September 19, 2017 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Sean Briody (Courtyard by Marriott). The motion was approved without objection.

IV. Action Item: Approval of Minutes from the July 18, 2017 Meeting
   a. Motion to approve the minutes from the July 18, 2017 Meeting by Michael Reardon (Palm Garden Hotel) and seconded by Al Alam (Motel 6). Motion was approved without objection.

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

VI. Special Presentation: Dr. Gerhard Apfelthaler - Dean, California Lutheran University School of Management, discussing the CLU Hospitality Management Program
a. Dr. Gerhard Apfelthaler presented information about the CLU Hospitality Management Program and answered questions from members of the Board of Directors.

VII. **Discussion Item: Augustine Monthly Update – Sarah Andrews**

a. Sarah Andrews and Shawn Grant presented the Augustine Monthly Update. They presented website, social media and public relations reports. They showed samples of the fall advertising campaign.

VIII. **Action Item: Approval of allocation of funds for the California Lutheran University Hospitality Management Program**

a. Motion to approve a $25,000 allocation per year for the next four years, for a total allocation of $100,000 to the California Lutheran University Hospitality Management Program. Funds will be distributed from unallocated funds in 2017 and funds will be included in the 2018, 2019 and 2020 CVTID annual budget. Motion by Sean Briody (Courtyard by Marriott) and seconded by Kim Cartaino (Sheraton Agoura Hills). With a vote of 9-0 the motion carries.

IX. **Action Item: Approval of allocation of $21,000 from unallocated funds for Conference Travel**

a. Motion to approve the allocation of $21,000 from unallocated funds for Conference Travel by Joelyn Caprine (Homewood Suites) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 9-0 the motion carries.

X. **Action Item: Approval of CVTID Direct Marketing Funds Policy and Procedure**

a. Motion to approve the CVTID Direct Marketing Funds Policy and Procedure by Michael Reardon (Palm Garden Hotel) and seconded by Joelyn Caprine (Homewood Suites). With a vote of 9-0-0 the motion carries.

XI. **Discussion Item: Review memorandums regarding local partnerships and promotions in target markets**

a. Chairman Steve Ortmann requested that this item be tabled to the next CVTID Board of Directors meeting. There was no objection.

XII. **Roundtable Discussion – CVTID Membership**

a. There were no items presented during the roundtable discussion.

XIII. **Adjourn**

a. Chairman Steven Ortmann adjourned the meeting at 1:33pm.
I. Welcome/Call to Order – CVTID Chairman Steven Ortmann
   a. Chairman Steven Ortmann called the meeting to order at 12:02pm.

II. Roll Call – Jill Lederer
   a. Jill Lederer called the roll.
   c. Other Members Present: Jill Lederer, Adam Haverstock and Ofelia Flores – Greater Conejo Valley Chamber of Commerce; Haider Alawami – City of Thousand Oaks; Nathan Hamburger – City of Agoura Hills.
   e. A quorum was established.

III. Action Item: Approval of Agenda for October 17, 2017 Meeting
    a. Motion to approve the Agenda for the October 17, 2017 Meeting by Joelyn Caprine (Homewood Suites) and seconded by Sean Briody (Courtyard by Marriott). With a vote of 10-0-0 the motion was approved.

IV. Action Item: Approval of Minutes from the September 19, 2017 Meeting
    a. Motion to approve the Minutes from the September 19, 2017 Meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Rachel Kramarchuk (Hyatt Regency Westlake). With a vote of 10-0-0 the motion was approved.

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

VI. Discussion Item: Augustine Monthly Update – Sarah Andrews
    a. Sarah Andrews from Augustine Agency presented the monthly update. She presented website analytics data, social media analytics, discussed public relations and showed designs of digital media advertisements and print materials.

VII. Discussion Item: Q3 2017 Financial Report – Ofelia Flores
    a. Ofelia Flores presented the Q3 2017 Financial Report and answered questions from the Board of Directors.
VIII. Discussion Item: Review memorandums regarding local partnerships and promotions in target markets
   a. Adam Haverstock presented the memorandum regarding local partnerships and promotions. The Board of Directors discussed the item and provided feedback to staff.

IX. Discussion Item: Staff Report on Conferences – Adam Haverstock
   a. Adam Haverstock updated the Board of Directors about conferences planned for the remainder of 2017. He answered questions from the Board of Directors.

X. Discussion Item: Staff Report on Holiday Food Drive – Adam Haverstock
   a. Adam Haverstock updated the Board of Directors on the Holiday Food Drive.

XI. Roundtable Discussion – CVTID Membership
   a. Adam Haverstock reported that CVTID has purchased a district forecast from Smith Travel Research (STR).

XII. Adjourn
   a. Chairman Steven Ortmann adjourned the meeting at 1:06pm.
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.
   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.
Conejo Valley Tourism Improvement District (CVTID)  
Special Meeting  
Tuesday, December 12, 2017 at 3:00pm  
Meeting Minutes

I. Welcome/Call to Order – CVTID Chairman Steven Ortmann  
   a. Chairman Steven Ortmann called the meeting to order at 3:00pm.

II. Roll Call/Self Introductions – President/CEO Jill Lederer  
   a. President/CEO Jill Lederer took the roll.


   c. Other Members present: Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce.


   e. A quorum was established.

III. Action Item: Approval of Agenda for December 12, 2017 Special Meeting  
   a. Motion to approve the agenda for the December 12, 2017 Special Meeting by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Sean Briody (Courtyard By Marriott). The motion was approved without objection.

IV. Public Comments  
   a. There were no public comments.

V. Action Item: Direct the CVTID President/CEO to negotiate a partnership agreement with Sports Academy not to exceed $25,000 per year.  
   a. Rudy Flores and Shawn Berina from Sports Academy discussed their proposal to establish a partnership with Conejo Valley Tourism Improvement District. They answered questions from the CVTID Board of Directors.
b. Motion to direct the CVTID President/CEO to negotiate a partnership agreement with Sports Academy not to exceed $25,000 per year subject to final Conejo Valley Tourism Improvement District Board of Directors approval. Motion by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Felix Wang (Best Western Thousand Oaks Inn). Without objection the motion was approved.

VI. Next Meeting will be Tuesday, January 16th, 2018

VII. Adjourn

a. Chairman Steven Ortmann adjourned the meeting at 4:22pm.
Conejo Valley Tourism Improvement District (CVTID)
Tuesday, December 12, 2017 at 12:00pm
Meeting Minutes

I. Welcome/Call to Order – CVTID Chairman Steven Ortmann
   a. Chairman Steven Ortmann called the meeting to order at 12:26pm.

II. Roll Call/Self Introductions – President/CEO Jill Lederer
   a. CVTID President/CEO Jill Lederer took the roll.
   c. Other Members Present: Adam Haverstock and Jill Lederer - Greater Conejo Valley Chamber of Commerce.
   d. Guests Present: Sarah Andrews and Lindsay Moore – Augustine.
   e. A quorum was established.

III. Action Item: Approval of Agenda for December 12, 2017 Meeting
   a. Motion to approve the agenda for the December 12, 2017 Meeting by Sean Briody (Courtyard by Marriott) and seconded by Felix Wang (Best Western Thousand Oaks Inn). The motion was approved without objection.

IV. Action Item: Approval of Minutes from the November 14, 2017 Meeting
   a. Motion to approve the minutes from the November 14, 2017 Meeting by Mary McVicker Macchio (Hampton Inn Thousand Oaks) and seconded by Felix Wang (Best Western Thousand Oaks Inn). The motion was approved without objection.

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

VI. Discussion Item: Augustine Monthly Report
   a. Sarah Andrews and Marta Ryan presented the Augustine Monthly Report and answered questions from the members of the CVTID Board of Directors.

VII. Discussion Item: Sales Committee Meeting Report
a. Adam Haverstock presented the Sales Committee Report and answered questions from the CVTID Board of Directors.

VIII. **Roundtable Discussion – CVTID Membership**

a. There were no comments during the Roundtable Discussion.

IX. **Next Meeting will be Tuesday, January 16th, 2018**

a. Chairman Steven Ortmann announced that there would be a special meeting at 3:00pm on December 12, 2017.

X. **Adjourn**

a. Chairman Steven Ortmann adjourned the meeting at 12:38pm.