



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, March 20, 2018 at 12:00pm
Sports Academy, 1011 Rancho Conejo Blvd
Newbury Park, CA 91320

I. Welcome/Call to Order – CVTID Chair Kim Cartaino

- a. Chairwoman Kim Cartaino called the meeting to order at 12:02pm.

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

- a. CVTID President/CEO Jill Lederer called 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: Haider Alawami and Rosie Ornelas – City of Thousand Oaks; Jill Lederer and Adam Haverstock – Greater Conejo Valley Chamber of Commerce
- d. Guests present: Lindsey Moore and Sarah Andrews – Augustine; Su-lin Rubalcava – Ventura County Office of Education; Debby Bennett – Sunland Vintage Winery; Rudy Flores and Jason Nyhan – Sports Academy.
- e. A quorum was established.

III. Action Item: Approval of Agenda for March 20, 2018 Meeting

- a. Motion to approve the agenda for March 20, 2018 by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Kristina Lecka (Hyatt Regency Westlake). With a unanimous voice vote the motion was approved.

IV. Action Item: Approval of Minutes from the February 20, 2018 Meeting

- a. Motion to approve the minutes from the February 20, 2018 meeting by Steven Ortmann (Palm Garden Hotel) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a unanimous voice vote the motion was approved.

V. Public Comments

- a. Su-lin Rubalcava from the Ventura County Office of Education discussed the upcoming Hospitality Week and Entrée to Employment events.
- b. Rudy Flores and Jason Nyhan from Sports Academy welcomed everyone to the facility.

VI. **Discussion Item: CVTID Branding and Strategy Brainstorm Session**

- a. Sarah Andrews and Lindsey Moore from Augustine presented a brief overview of the CVTID Strategic Marketing Plan.
- b. Members of the CVTID Board of Directors provided input and suggested changes to the marketing plan.

VII. **Roundtable Discussion – CVTID Membership**

VIII. **Adjourn**

- a. Chairwoman Kim Cartaino adjourned the meeting at 1:27pm.