



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, May 15, 2018 at 12:00pm
Meeting Minutes

- I. **Welcome/Call to Order – CVTID Chair Kim Cartaino**
 - a. Chair Kim Cartaino called the meeting to order at 12:04pm.
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. Members provided self-introductions.
 - b. Hotel members present: Sheraton Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites, Hampton Inn Newbury Park, Palm Garden Hotel, La Quinta Inn, Courtyard by Marriott, Towneplace Suites by Marriott.
 - c. Other members present: Haider Alawami and Rosie Ornelas – City of Thousand Oaks; Adam Haverstock and Jill Lederer – Greater Conejo Valley Chamber of Commerce.
 - d. Guests present: Marta Ryan and Sarah Andrews – Augustine; Lynda Fulford – California Lutheran University.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for May 15, 2018 Meeting**
 - a. Motion to approve the agenda for the May 15, 2018 meeting by Sean Briody (Courtyard by Marriott) and seconded by Mary McVicker Macchio (Hampton Inn Thousand Oaks). With a vote of 9-0-0 the motion was approved.
- IV. **Action Item: Approval of Minutes from the April 17, 2018 Meeting**
 - a. Motion to approve the minutes from the April 17, 2018 meeting by Steven Ortmann (Palm Garden Hotel) and seconded by Jessica Lancaster (Homewood Suites). With a vote of 9-0-0 the motion was approved.
- V. **Public Comments**
 - a. There were no public comments.
- VI. **Discussion Item: Augustine Monthly Report**

- a. Sarah Andrews and Marta Ryan from Augustine presented the Augustine monthly board report for April 2018. They answered questions from the members of the Board of Directors.

VII. **Action Item: Approval of the updated Direct Marketing Funds Policy and Procedure**

- a. Adam Haverstock presented the staff recommended changes to the Direct Marketing Funds Policy and Procedure. Adam answered questions from the Board of Directors.
- b. Felix Wang (Best Western Thousand Oaks Inn) expressed his opposition to the proposed changes and his intent to not support the motion.
- c. Motion to approve the updated Direct Marketing Funds Policy and Procedure as recommended by staff. The motion was made by Jessica Lancaster (Homewood Suites) and seconded by Michael Reardon (Palm Garden Hotel). With a vote of 8-0-1 the motion was approved.

VIII. **Roundtable Discussion – CVTID Membership**

- a. Kim Cartaino (Sheraton Agoura Hills) suggesting finding additional opportunities to use the booth setup to promote Conejo Valley Tourism at local and regional events. Board members generally agreed.
- b. Jessica Lancaster (Homewood Suites) suggested doing more local charitable or volunteer activities. Board members generally agreed.

IX. **Adjourn**

- a. Chair Kim Cartaino adjourned the meeting at 1:11pm.