



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

Tuesday, September 18, 2018 at 12:00pm

- 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 – Executive Director Adam Haverstock**
 - a. Board Members and guests introduced themselves.
 - b. Hotel Members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Homewood Suites, Hampton Inn Thousand Oaks, Palm Garden Hotel, Motel 6, Courtyard by Marriott
 - c. Other Members present: Rosie Ornelas and Haider Halwami – City of Thousand Oaks; Adam Haverstock and Dan Garcia – Greater Conejo Valley Chamber of Commerce, Melanie Jackson – Ronald Reagan Library
 - d. Guests present: Dani Higley, Jaime Hayden and Debbie Augustine – Augustine.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for September 18, 2018 Meeting**
 - a. Motion to approve the agenda for the September 18, 2018 meeting by Kristina Lecka (Hyatt Regency Westlake) and seconded by Mary Macchio (Hampton Inn Thousand Oaks). With a vote of 9-0-0 the motion was approved.
- IV. **Action Item: Approval of Minutes from the August 21, 2018 Webinar Meeting**
 - a. Motion to approve the minutes from the July 24, 2018 Webinar Meeting by Mary Macchio (Hampton Inn Thousand Oaks) and seconded by Jessica Lancaster (Homewood Suites). With a vote of 9-0-0 the motion was approved.
- V. **Public Comments**
 - a. Melanie Jackson announced the new Pompeii exhibit and visits from government officials on Nov 30 and Dec 1.

VI. **Discussion Item: Augustine Monthly Report**

- a. Dani Higley and Danielle Higley presented the Augustine monthly report. They answered questions from the Board of Directors.

VII. **Action Item: Allocate \$15,000 in unallocated funds to Paid Advertising**

- a. Motion to allocate \$15,000 in unallocated funds to paid advertising by Sean Briody (Towneplace Suites by Marriott) and seconded by Kristina Lecka (Hyatt Regency Westlake). With a vote of 9-0-0 the motion was approved.

VIII. **Action Item: Approve Agreement between Conejo Valley Tourism and aResTravel**

- a. Motion to approve agreement between Conejo Valley Tourism and aResTravel by Jessica Lancaster (Homewood Suites) and seconded by Sean Briody (Courtyard by Marriott). With a vote of 9-0-0 the motion was approved.

IX. **Roundtable Discussion – CVTID Membership**

- a. Michael Reardon announced he is leaving to become General Manager of The Best Western in Carpinteria; the Board will be seeking a new secretary to replace Michael.
- b. Follow up information on the canned-food drive. This will take place beginning November 1, 2018.

X. **Adjourn**

- a. Chair Kim Cartaino adjourned the meeting at 12:39pm.