



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, January 16, 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. Hotel members present: Sheraton Agoura Hills, Best Western Thousand Oaks Inn, Homewood Suites, Hampton Inn Thousand Oaks, Pam 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: Amy Wilson – Augustine; Ken Painter – Residence Inn by Marriott Westlake Village; Debby Giovinazzo – Sunland Vintage Winery; Rudy Flores – Sports Academy; Rochelle Callis – Conejo Recreation and Park District.
- d. A quorum was established.

III. Action Item: Approval of Agenda for January 16, 2018 Meeting

- a. Motion to approve the agenda for the January 16, 2018 meeting by Steven Ortmann (Palm Garden Hotel) and seconded by Joelyn Caprine (Homewood Suites). With a vote of 7-0-0 the motion was approved.

IV. Action Item: Approval of Minutes from the December 12, 2017 Meeting

- a. Motion to approve the minutes from the December 12, 2017 meeting by Mary McVicker Macchio (Hampton Inn Thousand Oaks) and seconded by Steven Ortmann (Palm Garden Hotel). With a vote of 7-0-0 the motion was approved.

V. Action Item: Approval of Minutes from the December 12, 2017 Special Meeting

- a. Motion to approve the minutes from the December 12, 2017 special meeting by Steven Ortmann (Palm Garden Hotel) and seconded by Sean Briody (Courtyard by Marriott). With a vote of 7-0-0 the motion was approved.

VI. **Public Comments**

- a. Rudy Flores from Sports Academy made brief remarks thanking the committee members for having him at the meeting.

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

- a. Amy Wilson from Augustine presented the Augustine monthly report. She also answered questions from the members of the CVTID Board of Directors.

VIII. **Discussion Item: Staff Report on Conferences**

- a. Adam Haverstock presented the staff report on conferences and answered questions from the members of the CVTID Board of Directors.

IX. **Action Item: Ratification of Partnership Agreement between Conejo Valley Tourism Improvement District and Sports Academy**

- a. Adam Haverstock presented the staff report on the proposed partnership agreement between Conejo Valley Tourism Improvement District and Sports Academy. Rudy Flores from Sports Academy answered questions from the members of the CVTID Board of Directors.
- b. Motion to ratify the partnership agreement between Conejo Valley Tourism Improvement District and Sports Academy with 2 amendments. CVTID would like promotional materials on display at Sports Academy during all hours of operation rather than only during special events. CVTID would also like to extend the discount for hotel employees to also include hotel guests.
 - i. Motion made by Steven Ortmann (Palm Garden Hotel) and seconded by Mary McVicker Macchio (Hampton Inn Thousand Oaks). With a vote of 7-0-0 the motion was approved.

X. **Roundtable Discussion – CVTID Membership**

- a. No items were reported during the roundtable discussion.

XI. **Next Meeting will be Tuesday, February 20, 2018**

XII. **Adjourn**

- a. Chair Kim Cartaino adjourned the meeting at 1:24pm.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, February 20, 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 12:05pm
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. Jill Lederer called the roll.
 - b. Hotel members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Hampton Inn Newbury Park, Palm Garden Hotel.
 - c. Other members present: Haider Alawami – City of Thousand Oaks; Jill Lederer, Adam Haverstock and Ofelia Flores – Greater Conejo Valley Chamber of Commerce.
 - d. Guests present: Marta Ryan and Sarah Andrews – Augustine.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for February 20, 2018 Meeting**
 - a. Motion to approve the agenda for the February 20, 2018 meeting by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Mary McVicker-Macchio (Hampton Inn Thousand Oaks). Without objection the motion was approved.
- IV. **Action Item: Approval of Minutes from the January 16, 2018 Meeting**
 - a. Motion to approve the minutes from the January 16, 2018 meeting by Mary McVicker-Macchio (Hampton Inn Thousand Oaks) and seconded by Steven Ortmann (Palm Garden Hotel). Without objection the motion was approved.
- V. **Public Comments**
 - a. There were no public comments.
- VI. **Action Item: Election of Officer – CVTID Secretary**
 - a. Chair Kim Cartaino opened the floor for nominations for CVTID Secretary for the remainder of the 2018 term.

- b. Nomination of Michael Reardon for CVTID Secretary by Steven Ortmann (Palm Garden Hotel).
- c. Chair Kim Cartaino closed the nominations.
- d. Seeing only 1 nomination, a vote was called by Chair Kim Cartaino to elect Michael Reardon as CVTID Secretary for the remainder of the 2018 term. With a vote of 7-0 Michael Reardon was elected.

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

- a. Sarah Andrews and Marta Ryan from Augustine presented the February report and answered questions from members of the Board of Directors.

VIII. **Discussion Item: Q4 2017 and 2017 Year End Financial Report – Ofelia Flores**

- a. Ofelia Flores presented the Q4 2017 and 2017 Year End Financial Report and answered questions from members of the Board of Directors.

IX. **Discussion Item: Staff Report on Conferences – Adam Haverstock**

- a. Adam Haverstock presented the staff report on conferences and answered questions from members of the Board of Directors.

X. **Roundtable Discussion – CVTID Membership**

- a. Chair Kim Cartaino requested that a meeting of the CVTID Board of Directors be called to discuss the CVTID brand and campaign strategy and to brainstorm ideas for CVTID. This meeting will be separate from the normally monthly meeting and will be properly noticed to the board members and public.

XI. **Adjourn**

- a. Chair Kim Cartaino adjourned the meeting at 1:12pm.



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.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, April 17, 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 11:59am.
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. President/CEO Jill Lederer called the roll. Members and guests provided self-introductions.
 - b. Hotel members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites, Hampton Inn Newbury Park, Palm Garden Hotel, Courtyard by Marriott, Townplace Suites By Marriott, America's Best Value Inn.
 - c. Other members present: Jill Lederer, Adam Haverstock and Ofelia Flores – Greater Conejo Valley Chamber of Commerce; Haider Alawami and Rosie Ornelas – City of Thousand Oaks; Nathan Hamburger – City of Agoura Hills.
 - d. Guests present: Sarah Andrews – Augustine; Melanie Jackson – Ronald Reagan Presidential Library; Ashley Dean – Sports Academy.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for April 17, 2018 Meeting**
 - a. Motion to approve the agenda for April 17, 2018 by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Dede Tanner (Best Western Thousand Oaks Inn). The motion was approved by voice vote.
- IV. **Action Item: Approval of Minutes from the March 20, 2018 Meeting**
 - a. Motion to approve the minutes from the March 20, 2018 Meeting by Kristina Leck (Hyatt Regency Westlake) and seconded by Jessica Lancaster (Homewood Suites). The motion was approved by voice vote.
- V. **Public Comments**

- a. Melanie Jackson (Ronald Reagan Presidential Library) invited the members of CVTID to see the Genghis Khan exhibit at the library.

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

- a. Sarah Andrews presented the Augustine monthly report. She covered the website analytics, search engine placements, public relations and social media for both February and March 2018. She answered questions from the CVTID Board of Directors.

VII. **Discussion Item: Q1 2018 Financial Report – Ofelia Flores**

- a. Ofelia Flores presented the financial report for Q1 2018. She answered questions from the CVTID Board of Directors.

VIII. **Roundtable Discussion – CVTID Membership**

- a. Adam Haverstock reported that CVTID Members will be attending the National Association of Sports Commissions conference and the Salem Communications Pastor's Conference.

IX. **Adjourn**

- a. Chair Kim Cartaino adjourned the meeting at 12:52pm



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.



Conejo Valley Tourism Improvement District (CVTID)

Tuesday, June 26, 2018 at 12:00pm
Special Meeting Minutes

- I. **Welcome/Call to Order – CVTID Chair Kim Cartaino**
 - a. Chair Kim Cartaino called the meeting to order at 12:00pm
- II. **Roll Call/Self Introductions – CVTID Tourism Director Adam Haverstock**
 - a. CVTID Director Adam Haverstock took the roll.
 - b. Hotel Members Present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Hampton Inn Thousand Oaks, Palm Garden Hotel, La Quinta Inn, Courtyard by Marriott, Towneplace Suites by Marriott.
 - c. Other Members Present: Adam Haverstock – Greater Conejo Valley Chamber of Commerce.
 - d. Guests Present: Sarah Andrews – Augustine.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for June 26, 2018 Special Meeting**
 - a. Motion to approve the agenda for the June 26, 2018 Special Meeting by Kristina Lecka (Hyatt Regency Westlake) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 9-0-0 the motion was approved.
- IV. **Public Comments**
 - a. There were no public comments.
- V. **Action Item: Allocate \$15,000 from unallocated income to Website Design and Hosting for an upgrade to the CVTID website.**
 - a. Motion to allocate \$15,000 from unallocated income to Website Design and Hosting for an upgrade to the CVTID website. Motion by Kristina Lecka (Hyatt Regency Westlake) and seconded by Mary McVicker-Macchio (Hampton Inn Thousand Oaks). With a vote of 9-0-0 the motion was approved.
- VI. **Adjourn**

a. Chair Kim Cartaino adjourned the meeting at 12:07pm.



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

Tuesday, July 24, 2018 at 12:00pm

- I. **Welcome/Call to Order – CVTID Chair Kim Cartaino**
 - a. Chair Kim Cartaino called the meeting to order at 12:03pm.
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. Adam Haverstock took the roll.
 - b. Hotel Members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites, Hampton Inn Thousand Oaks, La Quinta Inn, Courtyard by Marriott, Towneplace Suites by Marriott.
 - c. Other Members present: Rosie Ornelas – City of Thousand Oaks; Adam Haverstock, Jill Lederer and Dan Garcia – Greater Conejo Valley Chamber of Commerce.
 - d. Guests present: Dani Higley and Marta Ryan – Augustine.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for July 24, 2018 Meeting**
 - a. Motion to approve the agenda for the July 24, 2018 meeting by Mary Macchio (Hampton Inn Thousand Oaks) and seconded by Sean Briody (Courtyard by Marriott). With a vote of 9-0-0 the motion was approved.
- IV. **Action Item: Approval of Minutes from the June 26, 2018 Special Meeting**
 - a. Motion to approve the minutes from the June 26, 2018 Special Meeting by Sean Briody (Courtyard by Marriott) and seconded by Kristina Lecka (Hyatt Regency Westlake). 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. Dani Higley and Marta Ryan presented the Augustine monthly report. They answered questions from the Board of Directors.

VII. **Roundtable Discussion – CVTID Membership**

- a. Chair Kim Cartaino announced that there will be a Sales Committee meeting at a future date and time to be determined.

VIII. **Adjourn**

- a. Chair Kim Cartaino adjourned the meeting at 12:16pm.



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

Tuesday, August 21, 2018 at 12:00pm

- I. **Welcome/Call to Order – CVTID Chair Kim Cartaino**
 - a. Chair Kim Cartaino called the meeting to order at 12:00pm.
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. Adam Haverstock took the roll.
 - b. Hotel Members present: Sheraton Agoura Hills, Hyatt Regency Westlake, Homewood Suites, Hampton Inn Thousand Oaks, Palm Garen Hotel, Courtyard by Marriott, Towneplace Suites by Marriott.
 - c. Other Members present: Rosie Ornelas and Haider Halwami – City of Thousand Oaks; Adam Haverstock, Jill Lederer and Dan Garcia – Greater Conejo Valley Chamber of Commerce.
 - d. Guests present: Dani Higley and Jaime Hayden – Augustine.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for August 21, 2018 Meeting**
 - a. Motion to approve the agenda for the August 21, 2018 meeting by Mary McVicker (Hampton Inn Thousand Oaks) and seconded by Steve Ortmann (Palm Garden Hotel). With a vote of 7-0-0 the motion was approved.
- IV. **Action Item: Approval of Minutes from the July 24, 2018 Special Meeting**
 - a. Motion to approve the minutes from the July 24, 2018 Webinar Meeting by Jessica Lancaster (Homewood Suites) and seconded by Steve Ortmann (Palm Garden Hotel). With a vote of 7-0-0 the motion was approved.
- V. **Public Comments**
 - a. There were no public comments.
- VI. **Discussion Item: Augustine Monthly Report**
 - a. Dani Higley and Marta Ryan presented the Augustine monthly report. They answered questions from the Board of Directors.

VII. **Discussion Item: Q2 2018 Financial Report**

- a. Controll Ofelia Flores presented the Q2 2018 Financial Report. No questions were asked.

VIII. **Roundtable Discussion – CVTID Membership**

- a. Adam Haverstock announced that the board is planning on attending 3 conferences this year: Teams, Destination Travel Show (Sacramento), and CalSAE. Adam also discussed a future community service project for CVTID Board Members.

IX. **Adjourn**

- a. Chair Kim Cartaino adjourned the meeting at 12:25pm.



**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.



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

Tuesday, October 16, 2018 at 12:00pm

- I. **Welcome/Call to Order – CVTID Chair Kim Cartaino**
 - a. Chair Kim Cartaino called the meeting to order at 12:02pm.
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. Board Members and guests introduced themselves.
 - b. Hotel Members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western/Thousand Oaks Inn, Homewood Suites, Hampton Inn Thousand Oaks, Palm Garden Hotel, Motel 6, Courtyard by Marriott, Towneplace Suites by Marriott, America's Best Value Inn.
 - 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, Lynda Fulford – Cal Lutheran University, Sulin Rubalcova.
 - d. Guests present: Jaime Hayden, Claire Marcus, and Lindsay Moore– Augustine.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for October 16, 2018 Meeting**
 - a. Motion to approve the agenda for the October 16, 2018 meeting by Kristina Lecka (Hyatt Regency Westlake) and seconded by Steven Infante (Courtyard By Marriott). With a vote of 10-0-0 the motion was approved.
- IV. **Action Item: Approval of Minutes from the September 18, 2018 Meeting**
 - a. Motion to approve the minutes from the September 18, 2018 Meeting by Mary Macchio (Hampton Inn Thousand Oaks) and seconded by Steve Ortmann (Palm Garden Hotel). With a vote of 10-0-0 the motion was approved.
- V. **Public Comments**
 - a. Sulin announced the Entrée to Employment event.
 - b. Melanie announced holiday upcoming events and updates to the Reagan Library.

VI. **Discussion Item: Presentation by Dr. Gerhard Apfelthaler of CLU**

Dr. Gerhard Apfelthaler Dean of the California Lutheran University School of Management presented the construction of a building for the CLU School of management.

VII. **Action Item: Allocate \$125,000 in Naming Rights in the Proposed CLU School of Management Building.**

a. Motion to allocate \$25,000 per year in the budget years 2021, 2022, 2023, 2024, and 2025, \$125,000 in total, to purchase the naming rights of the collaborative workspace in the proposed CLU school of management building by Felix Wang (Best Western/Thousand Oaks Inn) and seconded by Jessica Lancaster (Homewood Suites Agoura Hills). With a vote of 10-0-0 the motion was approved.

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

a. Claire and Jaime presented the Augustine Monthly Report.

IX. **Discussion Item: CVTID Q3 2018 Financial Report – Ofelia Flores**

a. Ofelia Flores presented the CVTID Q3 2018 Financial Report to the Board

X. **Action Item: Elect CVTID Board Member as Board Secretary for 2018**

a. Motion to nominate Kristina Lecka as the new Board Secretary for the CVTID Board of Directors for the remainder of the 2018 term by David Barnett (Hyatt Regency Westlake) and seconded by Steve Ortmann (Palm Garden Hotel). With a vote of 11-0-0 the motion was approved.

XI. **Roundtable Discussion – CVTID Membership**

a. Board members discussed updates on the quarterly hike trail clean-up project. Details TBA.

b. Follow up information on the canned-food drive. This will take place beginning November 1, 2018. Boxes will be delivered before then.

XII. **Adjourn**

a. Chair Kim Cartaino adjourned the meeting at 12:57pm.



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

Thursday, November 29, 2018 at 12:00pm
North Ranch Country Club
4761 Valley Spring Dr, Westlake Village, CA 91362

- I. **Welcome/Call to Order – CVTID Chair Kim Cartaino**
 - a. Chair Kim Cartaino called the meeting to order at 12:23pm.
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
 - a. Board Members and guests introduced themselves.
 - b. Hotel Members present: Sheraton Agoura Hills, Hyatt Regency Westlake, Best Western/Thousand Oaks Inn, Homewood Suites, Palm Garden Hotel, Motel 6, Courtyard by Marriott, Towneplace Suites by Marriott, America’s Best Value Inn.
 - c. Other Members present: Haider Halwami – City of Thousand Oaks; Adam Haverstock and Dan Garcia – Greater Conejo Valley Chamber of Commerce, Melanie Jackson – Ronald Reagan Library, Lynda Fulford – Cal Lutheran University, Kelly Wells – Visit California
 - d. Guests present: Jaime Hayden, Claire Marcus, Debbie Augustine, and Lindsay Moore– Augustine.
 - e. A quorum was established.
- III. **Action Item: Approval of Agenda for November 29, 2018 Meeting**
 - a. Motion to approve the agenda for the November 29, 2018 meeting by Sean Briody (Courtyard by Marriott) and seconded by Steve Ortmann (Palm Garden Hotel). With a vote of 9-0-0 the motion was approved.
- IV. **Action Item: Approval of Minutes from the October 16, 2018 Meeting**
 - a. Motion to approve the minutes from the October 16, 2018 Meeting by Steven Ortmann (Palm Garden Hotel) and seconded by Jessica Lancaster (Homewood Suites Agoura Hills). With a vote of 9-0-0 the motion was approved.
- V. **Public Comments**

- a. Melanie announced upcoming events and a National Defense Forum hosted at the Reagan Library.

VI. Action Item: Election of CVTID Officers for 2019 Term

Motion to elect Sean Briody of Palm Garden Hotel as Chair of the Board, Mary Macchio of Hampton Inn Thousand Oaks as Vice Chair, Kristina Lecka of Hyatt Regency Westlake as Secretary, and Jessica Lancaster of Homewood Suites Agoura Hills as Treasurer by Steve Ortmann (Palm Garden Hotel) for the 2019 term and seconded by Sean Briody (Palm Garden Hotel). With a vote of 9-0-0 the motion was approved.

VII. Action Item: Approval of the 2019 CVTID Meeting Schedule

- a. Motion to approve the 2019 CVTID Meeting Schedule by Felix Wang (Best Western/Thousand Oaks Inn) and seconded by Steve Ortmann (Palm Garden Hotel). With a vote of 9-0-0 the motion was approved.

VIII. Action Item: Approval of the 2019 CVTID Budget

- a. Motion to approve the 2019 CVTID Budget Felix Wang (Best Western/Thousand Oaks Inn) and seconded by Steve Ortmann (Palm Garden Hotel). With a vote of 9-0-0. The motion was approved.

IX. Discussion Item: Augustine Monthly Report

- a. The Augustine team gave their report and answered questions from the board.

X. Roundtable Discussion – CVTID Membership

- a. Palm Garden announced that they are in the process of a remodel and are donating beds and mattresses with priority to those affected by the fires.
- b. Homewood Suites Agoura Hills announced that they are hosting rooms for locals affected by the fires and are hosting events specifically for those affected.

XI. Next Meeting Will be Thursday, December 13 2018 (Webinar Meeting)

XII. Adjourn

- a. Chair Kim Cartaino adjourned the meeting at 1:05 pm.



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

Thursday, December 13, 2018 at 12:00pm

Webinar Meeting: <https://global.gotomeeting.com/join/392635429>

Access Code: 392-635-429

- I. **Welcome/Call to Order – CVTID Chair Kim Cartaino**
 - a. Chair Kim Cartaino called the meeting to order at 12:02pm
- II. **Roll Call/Self Introductions – President/CEO Jill Lederer**
- III. Hotel Members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western / Thousand Oaks Inn, Homewood Suites, Hampton Inn Thousand Oaks, Palm Garden Hotel, La Quinta Inn, Courtyard by Marriott, Towneplace Suites.
- IV. Guests present: Jaime Hayden, Claire Marcus, and Lindsay Moore – Augustine
- V. A quorum was established.
- VI. **Action Item: Approval of Agenda for December 13, 2018 Meeting**
 - a. Motion to approve the agenda for the December 13, 2018 meeting by Jessica Lancaster (Homewood Suites Agoura Hills) and seconded by Steven Ortmann (Palm Garden Hotel). With a vote of 10-0-0 the motion was approved.
- VII. **Action Item: Approval of Minutes from the November 29, 2018 Annual Meeting**
 - a. Motion to approve the minutes from the November 29, 2018 annual meeting by Sean Briody (Courtyard by Marriott) and seconded by Zachariah Morris (La Quinta Inn). With a vote of 10-0-0 the motion was approved.
- VIII. **Public Comments**
 - a. No public comments were made.
- IX. **Discussion Item: Augustine Monthly Report**
 - a. Augustine delivered their monthly report. They also discussed including an extra FAM journalist in March 2019 to be considered for approval in the next meeting.
- X. **Roundtable Discussion – CVTID Membership**

a. Kim Cartaino was thanked for serving as Chair by the Board.

XI. **Next Meeting will be Tuesday, January 22nd, 2019 (Webinar Meeting)**

XII. **Adjourn**

a. Meeting was adjourned at 12:27pm.