



## Conejo Valley Tourism Improvement District (CVTID)

### Board of Directors Meeting

Tuesday, February 19, 2019 at 12:00pm

600 Hampshire Rd, Suite 202, Thousand Oaks, CA 91361

- I. Welcome/Call to Order – CVTID Chair Sean Briody
- II. Roll Call/Self Introductions – President/CEO Jill Lederer
- III. **Action Item:** Approval of Agenda for February 19, 2019 Meeting
- IV. **Action Item:** Approval of Minutes from the January 22, 2019 Meeting
- V. Public Comments
- VI. **Discussion Item:** Augustine Monthly Report
- VII. **Discussion Item:** CVTID Q4 2018 and 2018 Year To Date Financial Report – Ofelia Flores
- VIII. **Discussion Item:** Recommendations From the delegation to Visit California Outlook Forum
  - a. California Tourism Marketing Assessment
  - b. Paid Celebrity Influencers
  - c. California Welcome Center
- IX. Roundtable Discussion – CVTID Membership
- X. Next Meeting will be Tuesday, March 26, 2019 (4<sup>th</sup> Tuesday)
- XI. Adjourn

### NOTICES

#### **BROWN ACT:**

*Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Jill Lederer at (805)370-0035 at least 48 hours prior to the meeting.

#### **NOTICE TO PUBLIC:**

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the CVTID. The Agenda provides a general description and staff recommendations; however, the CVTID may take action other than what is recommended.

#### **DOCUMENTATION:**

Copies of staff reports or other written documentation, relating to each item of business described in this Agenda, are posted to the Tourism Improvement District's website at [www.conejo.com/public-documents](http://www.conejo.com/public-documents) and are on file and available for public inspection, during normal business hours, in the office of Greater Conejo Valley Chamber of Commerce at 600 Hampshire Road, Suite 200, Thousand Oaks, CA 91361

State of California )  
County of Ventura ) ss  
City of Thousand Oaks )

I declare under penalty of perjury that I posted this Agenda of the CVTID on the front door and conference room door of the Greater Conejo Valley Chamber of Commerce, 600 Hampshire Road, Suites 200 and 202, Thousand Oaks, CA 91361, not less than 72 hours prior to the meeting pursuant to Government Code Section 54956

on \_\_\_\_\_ at \_\_\_\_\_ By: \_\_\_\_\_ Adam Haverstock, Director of Government Affairs and Tourism