



Conejo Valley Tourism Improvement District (CVTID)

Board of Directors Meeting

Tuesday, February 19, 2019 at 12:00pm

- I. **Welcome/Call to Order** – CVTID Chair Sean Briody
 - a. Chair Sean Briody called the meeting to order at 12:03pm.
- II. **Roll Call/Self Introductions** – President/CEO Jill Lederer
 - a. 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, Courtyard by Marriott, TownePlace Suites by Marriott.
 - b. Guests present: Jaime Hayden, Claire Marcus, and Cathy Nanadiego.
 - c. A quorum was established.
- III. **Action Item:** Approval of Agenda for February 19, 2019 Meeting
 - a. Motion to approve the agenda for the February 19, 2019 Meeting by Mary Macchio (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 January 22, 2019 Meeting
 - a. Motion to approve the minutes from the January 22, 2019 Meeting minutes by Steve Ortmann (Palm Garden Hotel) and seconded by Jessica Lancaster (Homewood Suites Agoura Hills). With a vote of 7-0-0 the motion was approved.
- V. **Public Comments**
 - a. Sulin from the Ventura County Office of Education announce Hospitality Week.
 - b. Melanie from the Ronald Reagan Presidential Library announced upcoming events and the Pompei exhibition.
 - c. Mary Macchio (representing Spark) announced a fundraiser that the Spark Networking Group will be hosting.
 - d. John Gress from Mastro's Steakhouse introduced himself to the TID Board as the Director of Events.
- VI. **Discussion Item: Augustine Monthly Report**
 - a. Augustine delivered their monthly report.
- VII. **Discussion Item:** CVTID Q4 2018 and 2018 Year To Date Financial Report – Ofelia Flores
 - a. Ofelia delivered the CVTID's Q4 2018 and 2018 Year To Date Financial Report.
- VIII. **Discussion Item:** Recommendations From the delegation to Visit California Outlook Forum
 - a. California Tourism Marketing Assessment

- i. Felix Wang (Best Western/Thousand Oaks Inn) gave a report from the last VisitCalifornia conference and ideas relating to the improvement of the CVTID
- b. Paid Celebrity Influencers
 - i. Felix Wang (Best Western/Thousand Oaks Inn) and TID members discussed the possibility of reaching out to celebrities and high-profile influencers for paid advertising on social media.
- c. California Welcome Center
 - i. Felix Wang (Best Western/Thousand Oaks Inn) and TID members discussed the feasibility of hosting a California Welcome Center in the Conejo Valley.

IX. **Roundtable Discussion – CVTID Membership**

- a. The 2019 Recognition Gala was announced. Everyone present was invited to register.

X. **Next Meeting will be Tuesday, March 26, 2019 (4th Tuesday)**

XI. **Adjourn**

- a. Chair Sean Briody adjourned the meeting at 1:09pm.