



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

Tuesday, January 21, 2020 at 12:00pm

1. **Welcome/Call to Order – Chair Mary Macchio**
 - a. Chair Mary Macchio called the meeting to order at 12:03pm.
2. **Roll Call/Self Introductions – President/CEO Danielle Borja**
 - a. Hotel Members present: Sheraton Agoura Hills, Hyatt Regency Westlake, Homewood Suites, Hampton Inn Thousand Oaks, Palm Garden Hotel, Courtyard By Marriott, Towneplace Suites.
 - b. Guests present: Claire Marcus and Dani Higley from Augustine.
3. **Action Item: Approval of the Agenda for the January 21, 2020 Meeting**
 - a. Motion to approve the agenda for the January 21, 2020 Meeting by Kim Cartaino (Sheraton) and seconded by Steven Infante (Courtyard By Marriott). With a vote of 7-0-0 the motion passes.
4. **Action Item: Approval of the Minutes from the December 19, 2019 Meeting**
 - a. Motion to approve the minutes from the December 19, 2019 Meeting by Steven Infante (Courtyard By Marriott) and seconded by Jessica Lancaster (Homewood). With a vote of 7-0-0 the motion passes.
5. **Public Comments**
 - a. Melanie Salvesen from Ronald Reagan Library announced the new FBI exhibit in the Reagan library starting on May 22nd 2020.
6. **Discussion Item: Augustine Agency Monthly Report**
 - a. Augustine gave their monthly report.
7. **Action Item: Approval of Partnership Agreement with Mamba Sports Academy**
 - a. Motion to approve the new partnership agreement with Mamba Sports Academy by Kim Cartaino (Sheraton) and seconded by Steven Infante. With a vote of 7-0-0 the motion passes.

8. Roundtable Discussion/Announcements – CVTID Membership

a. No discussion.

9. Adjourn

a. Meeting was adjourned at 12:51pm.



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

Tuesday, February 18, 2020 at 12:00pm
600 Hampshire Rd, Suite 200, Thousand Oaks, CA 91361

Meeting Agenda

1. Welcome/Call to Order – Chair Mary Macchio
 - a. Chair Mary Macchio called the meeting to order at 12:01pm.
2. Roll Call/Self Introductions – President/CEO Danielle Borja
 - a. Hotel Members present: Hyatt Regency Westlake, Best Wester/Thousand Oaks Inn, Homewood Suites, Hampton Inn, Palm Garden Hotel, Motel 6, Courtyard By Marriott, Towneplace Suites by Marriott, America’s Best Value Inn.
 - b. Guests present: Dani Higley, Jaime Hayden, Wendy Beemer, Paul Spooner, Dusty Russell.
3. **Action Item:** Approval of the Agenda for the February 18, 2020 Meeting
 - a. Motion to approve the agenda for the January 21, 2020 Meeting by Sean Briody (Courtyard By Marriott/Towneplace Suites) and seconded by Kristina Lecka (Hyatt). With a vote of 8-0-0 the motion passes.
4. **Action Item:** Approval of the Minutes from the January 21, 2020 Meeting
 - a. Motion to approve the minutes for the January 21, 2020 Meeting by Kristina Lecka (Hyatt) and seconded by Steven Infante (Courtyard By Marriott/Towneplace Suites). With a vote of 8-0-0 the motion passes.
5. Public Comments
 - a. Paul Spooner from CLU announced their CLU Career & Internship Expo on Wednesday March 11.
6. Discussion Item: Augustine Agency Monthly Report
 - a. Augustine gave their monthly report.
7. Discussion Item: CVTID Q4 2019 and 2019 Year To Date Financial Report



- a. Ofelia Flores gave the CVTID Q4 2019 and 2019 Year To Date Financial Report
8. Discussion Item: Report on Conferences Attended By CVTID
 - a. Mary Macchio (Hampton Inn T.O.) gave the report on conferences attended by CVTID. A physical sheet was distributed to Board Members.
9. Announcements – CVTID Membership
 - a. Dan Garcia (CVTID Operations Manager) announced an updated Expense Reimbursement submission process.
10. Next Meeting will be Tuesday, March 17, 2020
11. Adjourn
 - a. Chair Mary Macchio adjourned the meeting at 12:59pm.



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

Tuesday, March 17, 2020 at 12:00pm

URL: <https://global.gotomeeting.com/join/973172493>

Access Code: 973-172-493

Meeting Agenda

1. **Welcome/Call to Order – Chair Mary Macchio**
 - a. Chair Mary Macchio called the meeting to order at 12:00pm
2. **Roll Call/Self Introductions – President/CEO Danielle Borja**
 - 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, Courtyard By Marriott, Towneplace Suites.
 - b. Guests present: Claire Marcus, Dani Higley, Lindsay Moore.
3. **Action Item: Approval of the Agenda for the March 17, 2020 Meeting**
 - a. Motion to approve the agenda for the March 21, 2020 Meeting by Steven Infante (Courtyard By Marriott) and seconded by Jessica Lancaster (Homewood Suites). With a vote of 8-0-0, the motion passes.
4. **Action Item: Approval of the Minutes from the February 18, 2020 Meeting**
 - a. Motion to approve the minutes from February 18, 2020 Meeting by Steven Infante (Courtyard By Marriott) and seconded by Kathleen Richter (Best Western/Thousand Oaks Inn). With a vote of 8-0-0 the motion passes.
5. **Public Comments**
 - a. No public comment
6. **Discussion Item: Augustine Agency Monthly Report**
 - a. Augustine gave the February Monthly Report.
7. **Discussion Item: Report on Conferences Attended By CVTID**
 - a. Update given on conferences attended by CVTID members.
8. **Discussion Item: Coronavirus Update**



- a. Discussion among board members was had in regards to coronavirus and the effect on the hospitality industry.
- 9. Announcements – CVTID Membership**
 - a. No announcements
 - 10. Next Meeting will be Tuesday, April 21, 2020**
 - 11. Adjourn**
 - a. Meeting was adjourned by Chair Mary Macchio at 12:39pm.



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

Tuesday, April 21, 2020 at 12:00pm

URL: <https://global.gotomeeting.com/join/253857629>

Access Code: 253-857-629

Meeting Minutes

1. **Welcome/Call to Order – Chair Mary Macchio**
 - a. Chair Mary Macchio called the meeting to order at 12:04pm
2. **Roll Call/Self Introductions – President/CEO Danielle Borja**
 - a. Hotel Members present: Sheraton Agoura Hills, Hyatt Regency Westlake, Best Western/Thousand Oaks Inn, Homewood Suites, Hampton Inn Thousand Oaks, Palm Garden Hotel, Courtyard By Marriott, Towneplace Suites.
 - b. Guests present: Claire Marcus
3. **Action Item: Approval of the Agenda for the April 21, 2020 Meeting**
 - a. Motion to approve the agenda for the April 21, 2020 Meeting by Sean Briody (Courtyard By Marriott) and seconded by Felix Wang (Thousand Oaks Inn). With a vote of 8-0-0, the motion passes.
4. **Action Item: Approval of the Minutes from the March 17, 2020 Meeting**
 - a. Motion to approve the minutes from March 17, 2020 Meeting by Steve Ortmann (Palm Garden Hotel) and seconded by Sean Briody (Courtyard By Marriott). With a vote of 8-0-0 the motion passes.
5. **Public Comments**
 - a. Stefan Cosentino from CLU announced that the hospitality and tourism management program at CLU will be adjusting to the current situation.
6. **Discussion Item: Augustine Agency Monthly Report**
 - a. Augustine gave the March Monthly Report.
7. **Action Item: Approval of Payments for April 2020**
 - a. Director of Operations Adam Haverstock announced updated administrative procedures regarding checks and payments for the month of April 2020.



b. No action was taken

8. Action Item: Amendment of 2020 CVTID Budget

- a. Director of Operations Adam Haverstock presented on an adjusted CVTID budget for the remainder of the year in light of Coronavirus. The proposed annual budget was reduced to \$870,000 from the original \$1,700,000 budget for the year 2020.
- b. Motion to approve the adjusted budget by Felix Wang (Thousand Oaks Inn) and seconded by Jessica Lancaster (Homewood Suites).
- c. With a vote of 8-0-0, the motion passes.

9. Announcements – CVTID Membership

- a. No announcements.

10. Next Meeting will be Tuesday, April 21, 2020

11. Adjourn

- a. Meeting was adjourned by Chair Mary Macchio at 12:48pm.



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

Tuesday, May 19, 2020 at 12:00pm

URL: <https://global.gotomeeting.com/join/477257453>

Access Code: 477-257-453

Meeting Minutes

1. **Welcome/Call to Order – Chair Mary Macchio**
 - a. Chair Mary Macchio called the meeting to order at 12:22pm
2. **Roll Call/Self Introductions – President/CEO Danielle Borja**
 - a. Hotel Members Present: Sheraton 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.
 - b. Guests present: Claire Marcus, Lindsay Moore.
3. **Action Item: Approval of the Agenda for the May 19, 2020 Meeting**
 - a. Motion to approve the agenda for the May 19, 2020 Meeting by Sean Briody (Courtyard By Marriott) and seconded by Felix Wang (Thousand Oaks Inn). With a vote of 9-0-0 the motion passes.
4. **Action Item: Approval of the Minutes from the April 21, 2020 Meeting**
 - a. Motion to approve the minutes from the April 21, 2020 Meeting by Sean Briody (Courtyard By Marriott) and seconded by Peter Awad (Sheraton AH). With a vote of 9-0-0 the motion passes
5. **Public Comments**
 - a. No comments
6. **Discussion Item: Augustine Agency Monthly Report**
 - a. Felix Wang (Thousand Oaks Inn) inquired about adding more visuals onto the trails section of Conejo.com.
7. **Discussion Item: Q1 2020 Financial Report – Ofelia Flores**
 - a. Director of Operations Adam Haverstock gave an update to the board on the Santa Monica Mountains/Malibu TID. Next phase includes collecting petition signatures from hotels.
8. **Discussion Item: Payments for May 2020**
9. **Action Item: Approval of the CVTID Reserves Policy & Procedure**



- a. Motion to approve the CVTID Reserve Policy & Procedure by Felix Wang (Thousand Oaks Inn) and seconded by Sean Briody (Courtyard By Marriott).
With a vote 9-0-0 the motion passes.

10. Announcements – CVTID Membership

11. Next Meeting will be Tuesday, June 16, 2020

12. Adjourn

- a. Chair Mary Macchio adjourned the meeting at 12:43pm



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

Tuesday, June 16, 2020 at 12:00pm

URL: <https://global.gotomeeting.com/join/459095741>

Meeting Minutes

1. **Welcome/Call to Order** – Chair Mary Macchio
 - a. Chair Mary Macchio called the meeting to order at 12:00pm.
2. **Roll Call/Self Introductions** – President/CEO Danielle Borja
 - a. Hotel Members Present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western/Thousand Oaks Inn, Quality Inn, Hampton Inn Thousand Oaks, Palm Garden Hotel, La Quinta Inn, Courtyard By Marriott Thousand Oaks, America's Best Value Inn, Courtyard By Marriott Agoura Hills
 - b. Guests Present: Daniel Adams, Dustin Russel, Haider Alawami, Lindsay Moore, Melissa Giller, Nathan Hamburger, Stefan Cosentino, Cathy Nanadiego, Claire Marcus.
3. **Action Item:** Approval of the Agenda for the June 16, 2020 Meeting
 - a. Motion to approve the agenda for the June 16, 2020 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Sean Briody (Courtyard By Marriott Thousand Oaks). With a vote of 11-0-0 the motion passes.
4. **Action Item:** Approval of the Minutes from the May 19, 2020 Meeting
 - a. Motion to approve the minutes from the May 19, 2020 Meeting by Sean Briody (Courtyard By Marriott Thousand Oaks) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 11-0-0 the motion passes.
5. **Public Comments**
 - a. Melissa Giller shared a message on behalf the Ronald Reagan Foundation and Ronald Reagan Presidential Library.
6. **Discussion Item: Augustine Agency Monthly Report & Back to Business Campaign**



- a. Augustine gave their monthly report and shared the Back to Business Campaign with Board members.
- 7. Discussion Item: Payments for June 2020**
 - a. Director of Operations Adam Haverstock disclosed the payments for the TID for the month of June 2020.
- 8. Announcements – CVTID Membership**
 - a. Adam announced his paternity leave.
 - b. Chair Mary Macchio relayed a message on behalf of Board member Al Alam on the status of his property.
- 9. Next Meeting will be Tuesday, July 21, 2020**
- 10. Adjourn**
 - a. Chair Mary Macchio adjourned the meeting at 12:57pm



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

Tuesday, July 21, 2020 at 12:00pm

1. **Welcome/Call to Order – Chair Mary Macchio**
 - a. Chair Mary Macchio called the meeting to order at 12:01pm
2. **Roll Call/Self Introductions – President/CEO Danielle Borja**
 - a. Hotel members present: Sheraton Agoura Hills, Hyatt Regency Westlake, Best Western/Thousand Oaks Inn, Homewood Suites, Hampton Inn TO, Palm Garden Hotel, Motel 6, Courtyard By Marriott Thousand Oaks/Towneplace Suites.
 - b. Guests Present: Dustin Russel, Haider Alawami, Melissa Giller, Stefan Cosentino, Claire Marcus.
3. **Action Item: Approval of the Agenda for the July 21, 2020 Meeting**
 - a. Motion to approve the agenda for the July 21, 2020 Meeting by Felix Wang (Best Western/Thousand Oaks Inn) and seconded by Steven Ortmann (Palm Garden Hotel). With a vote of 7-0-0 the motion passes.
4. **Action Item: Approval of the Minutes from the June 16, 2020 Meeting**
 - a. Motion to approve the minutes from the June 16, 2020 Meeting by Jessica Lancaster (Homewood Suites) and seconded by Felix Wang (Best West/Thousand Oaks Inn). With a vote of 8-0-0 the motion passes.
5. **Public Comments**
 - a. No public comments were given.
6. **Discussion Item: Public Health Order Update**
 - a. CEO/President Danielle Borja gave an update on the local health orders in Ventura and Los Angeles County that applied to hotel properties.
7. **Discussion Item: Augustine Agency Monthly Report**
 - a. The Augustine team gave their monthly agency report to the Board.
8. **Discussion Item: Q2 Financial Report**
 - a. Chief Financial Officer Ofelia Flores presented the Q2 2020 financial report.
9. **Discussion Item: Payments for July 2020**
 - a. A list of payments made out by the TID was shared with the Board via screenshare.
10. **Announcements – CVTID Membership**
 - a. Al Alam from Motel 6 shared the status of his hotel to the Board.

11. Next Meeting will be Tuesday, August 18, 2020

12. Adjourn

a. Chair Mary Macchio adjourned the meeting at 12:37pm.



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

Tuesday, August 18, 2020 at 12:00pm
Meeting Minutes

- 1. Welcome/Call to Order – Chair Mary Macchio**
 - a. Chair Mary Macchio called the meeting to order at 12:00pm
- 2. Roll Call/Self Introductions – President/CEO Danielle Borja**
 - a. President/CEO Danielle Borja 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, Palm Garden Hotel, Motel 6, Courtyard by Marriott Thousand Oaks, Towneplace Suites by Marriott Thousand Oaks
 - c. Other Members Present: Adam Haverstock, Danielle Borja and Ofelia Flores – Greater Conejo Valley Chamber of Commerce; Haider Alawami – City of Thousand Oaks
 - d. Guests Present: Stefan Cosentino – California Lutheran University; Melissa Giller – Ronald Reagan Presidential Library; Cathy Nanadiego – Augustine
 - e. A quorum was established.
- 3. Action Item: Approval of the Agenda for the August 18, 2020 Meeting**
 - a. Motion to approve the Agenda for August 18, 2020 by Kim Cartaino (Sheraton Agoura Hills) and seconded by Felix Wang (Best Western Thousand Oaks Inn). With a vote of 8-0 the motion was approved.
- 4. Action Item: Approval of the Minutes from the July 21, 2020 Meeting**
 - a. Motion to approve the Minutes from the July 21, 2020 meeting by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Kim Cartaino (Sheraton Agoura Hills). With a vote of 8-0 the motion was approved.
- 5. Public Comments**
 - a. Stefan Cosentino provided an update about online learning and enrollment for California Lutheran University.
 - b. Al Alam announced Motel 6 should be back to normal operations on September 1st.

- 6. Discussion Item: Augustine Agency Monthly Report**
 - a. Cathy Nanadiego presented the Augustine monthly report and answered questions from the members of the CVTID Board of Directors.
- 7. Discussion Item: Payments for August 2020**
 - a. Adam Haverstock presented the payments for August 2020.
- 8. Action Item: Approval of Amendment to the Direct Marketing Policy and Procedure**
 - a. Adam Haverstock presented the staff report on the proposed amendment to the Direct Marketing Policy and Procedure.
 - b. Motion to approve the amendment to the Direct Marketing Policy and Procedure by Jessica Lancaster (Homewood Suites) and seconded by Kim Cartaino (Sheraton Agoura Hills). With a vote of 8-0 the motion was approved.
- 9. Announcements – CVTID Membership**
 - a. CVTID President/CEO Danielle Borja presented an update on the Ventura and Los Angeles County COVID state monitoring status.
- 10. Next Meeting will be Tuesday, September 15, 2020**
- 11. Adjourn**
 - a. Chair Mary Macchio adjourned the meeting at 12:35pm.



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

Tuesday, September 15, 2020 at 12:00pm

URL: <https://global.gotomeeting.com/join/715261893>

Meeting Minutes

1. **Welcome/Call to Order – Chair Mary Macchio**
 - a. Chair Mary Macchio called the meeting to order at 12:00pm.
2. **Roll Call/Self Introductions – President/CEO Danielle Borja**
 - a. Hotel Members present: Sheraton Agoura Hills, Homewood Suites Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Quality Inn, Best Western/Thousand Oaks Inn, Palm Garden Hotel, Motel 6.
 - b. Other Members present: Cathy Nanadiego, Melissa Giller, Claire Marcus.
 - c. A quorum was established.
3. **Action Item: Approval of the Agenda for the September 15, 2020 Meeting**
 - a. Motion to approve the Agenda for September 15, 2020 by Kim Cartaino (Sheraton Agoura Hills) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 8-0-0 the motion was approved.
4. **Action Item: Approval of the Minutes from the August 18, 2020 Meeting**
 - a. Motion to approve the Minutes from the August 18, 2020 Meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Felix Wang (Best Western/Thousand Oaks Inn). With a vote of 8-0-0 the motion was approved.
5. **Public Comments**
 - a. No public comments were made.
6. **Discussion Item: Augustine Agency Monthly Report**
 - a. Augustine gave their monthly report.
7. **Discussion Item: Payments for September 2020**
 - a. Payments for the month of September were broadcast to TID Board Members.
8. **Discussion Item: Review of the 2019 Tax Return and Financial Review – Ofelia Flores**
 - a. Ofelia gave a review of the 2019 Tax Return and Financial Review for the CVTID.
9. **Announcements – CVTID Membership**



- a. Dede Tanner is out on leave and preparing for retirement in the near future. Kristina Lecka, formerly with Hyatt Regency Westlake is now employed by Best Western/Thousand Oaks Inn. President/CEO Danielle Borja announced to the board of the fraudulent SBA Loan on behalf of the CVTID. Robert Kim introduced himself to the Board as the new General Manager of Quality Inn in Thousand Oaks. Al Alam from Motel 6 is hoping to have his hotel be open in October 2020.

10. Next Meeting will be Tuesday, October 20, 2020

11. Adjourn

- a. Chair Mary Macchio adjourned the meeting at 12:28pm.



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

Tuesday, October 20, 2020 at 12:00pm

URL: <https://global.gotomeeting.com/join/523119901>

Meeting Minutes

- 1. Welcome/Call to Order – Chair Mary Macchio**
 - a. Chair Mary Macchio called the meeting to order at 12:02pm.
- 2. Roll Call/Self Introductions – President/CEO Danielle Borja**
 - a. Hyatt, Best Western/Thousand Oaks Inn, Hampton Inn & Suites Thousand Oaks, Sheraton, Motel 6, Palm Garden Hotel, Homewood Suites, Hampton Inn Agoura Hills, Courtyard By Marriott Thousand Oaks, Towneplace Suites Thousand Oaks, Courtyard By Marriott Agoura Hills, Towneplace Suites Agoura Hills.
 - b. Guests: Stefan Cosentino (CLU), Dusty Russell (Thousand Oaks), Haider Alawami (City of Thousand Oaks), Nathan Hamburger (City of Agoura Hills), Cathy Nanadiego (Augustine).
- 3. Action Item: Approval of the Agenda for the October 20, 2020 Meeting**
 - a. Motion to approve the agenda for the October 20, 2020 Meeting by Kim Cartaino (Sheraton) and seconded by Jessica Lancaster (Homewood Suites).
 - b. With a vote of 12-0-0 the motion passes.
- 4. Action Item: Approval of the Minutes from the September 15, 2020 Meeting**
 - a. Motion to approve the minutes from the September 15, 2020 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Sean Briody (Courtyard By Marriott Thousand Oaks)
 - b. With a vote of 12-0-0 the motion passes.
- 5. Public Comments**
 - a. No comments were made.
- 6. Discussion Item: President/CEO Report – Danielle Borja**
 - a. Ventura County moved to RED Tier 2 – Hotels are now allowed to have fitness centers open at (10% indoor capacity). Restaurants 25% indoor capacity. Shopping malls 50% capacity. Movie Theatres capacity 25% indoor capacity.
 - b. Los Angeles County remains in Purple Tier 1 – Hotel Fitness Centers remain closed indoors. Restaurants (outdoor operations only). Movie theatres remain closed indoors.



- c. PGA Tour Zozo Championship. PGA Tour rooms will be staying within our TID.
- 7. Discussion Item: Augustine Agency Monthly Report**
 - a. Augustine gave their monthly report.
- 8. Discussion Item: Payments for October 2020**
 - a. Adam disclosed the CVTID bills to be paid for October 2020.
- 9. Discussion Item: Q3 2020 Financial Report – Ofelia Flores**
 - a. Chief Financial Officer Ofelia Flores gave the Q3 2020 Financial report. Director of Operations Adam Haverstock gave a presentation on a review of the TID budget and potential reallocation opportunities for the Board to consider.
- 10. Announcements – CVTID Membership**
 - a. No announcements.
- 11. Next Meeting will be Thursday, November 19, 2020 (Annual Meeting)**
- 12. Adjourn**
 - a. Chair Mary Macchio adjourned the meeting at 12:49pm.



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

Thursday, December 17, 2020 at 12:00pm
Meeting Minutes

- 1. Welcome/Call to Order – Chair Mary Macchio**
 - a. Chair Mary Macchio called the meeting to order at 12:04pm.
- 2. Roll Call/Self Introductions Icebreaker**
 - a. Sheraton, Best Western, Hyatt, Hampton Inn Agoura Hills, Homewood Suites Agoura Hills, Quality Inn & Suites, Courtyard By Marriott Thousand Oaks, Towneplace Suites Thousand Oaks, Courtyard By Marriott Agoura Hills, Towneplace Suites Agoura Hills
 - b. Guests: Lynn Mohrfeld (California Hotel & Lodging Association [CHLA]), Sandra Oberle (CHLA), Dani Higley (Augustine).
- 3. Action Item: Approval of the Agenda for the December 17, 2020 Meeting**
 - a. Motion to approve the agenda for the December 17, 2020 Meeting by Kristina Lecka (Best Western/Thousand Oaks Inn), and seconded by Sean Briody (Courtyard By Marriot Thousand Oaks)
 - b. With a vote of 10-0-0 the motion passes.
- 4. Action Item: Approval of the Minutes from the November 19, 2020 Meeting**
 - a. Motion to approve the minutes from the November 19, 2020 Meeting by Steve Ortmann (Palm Garden Hotel) and seconded by Robert Kim (Quality Inn & Suites).
 - b. With a vote of 10-0-0 the motion passes.
- 5. Public Comments**
 - a. No Public Comments
- 6. Discussion Item: Meetings Advocacy Presentation by Lynn Mohrfeld, President and CEO of the California Hotel and Lodging Association**
 - a. Lynn Mohrfeld from the California Hotel & Lodging Association gave a presentation to the CVTID Board. His report was followed by Q&A.
- 7. Discussion Item: President/CEO Report – Danielle Borja**
 - a. President/CEO Danielle Borja gave a report on county/state guidelines affecting the CVTID.
- 8. Discussion Item: Augustine Agency Monthly Report**
 - a. Dani Higley from Augustine Agency gave their monthly report to the CVTID Board

9. **Discussion Item: Payments for November 2020 & December 2020**
 - a. Operations Director Adam Haverstock presented the payments for November 2020 & December 2020 made out by the TID.
10. **Action Item: To Amend The Direct Marketing Funds Policy & Procedure**
 - a. Motion to approve the amended direct marketing policy, but striking the first highlighted section relating to the change in percentage of TBID fees for direct hotel marketing. Changing the date of the sweep to March 1st by Kristina Lecka (Best Western/Thousand Oaks Inn) and seconded by Kathleen Walk (Hampton Inn Agoura Hills)
 - b. With a vote of 9-0-0 the motion passes.
11. **Announcements – CVTID Membership**
 - a. Danielle announced Mary's last meeting as Chair and thanked her for her service.
12. **Next Meeting will be Tuesday, January 19, 2021**
13. **Adjourn**
 - a. Chair Mary Macchio adjourned the meeting at 1:31pm.