



Conejo Valley Tourism Improvement District (CVTID)

Board of Directors Webinar Meeting

Tuesday, March 16, 2021 at 12:00pm

[Click Here To Join \(https://bit.ly/2OmhCtc\)](https://bit.ly/2OmhCtc)

Meeting Agenda

1. Welcome/Call to Order – Chair Kristina Lecka
2. Roll Call/Self Introductions
3. **Action Item:** Approval of the Agenda for the March 16, 2021 Meeting
4. **Action Item:** Approval of the Minutes from the February 16, 2021 Meeting
5. Public Comments
6. Discussion Item: Board Member Update
7. Discussion Item: President/CEO Report – Danielle Borja
8. Discussion Item: Augustine Agency Monthly Report
9. Discussion Item: Marketing Maven Monthly Report
10. Discussion Item: Payments for March 2021
11. **Action Item:** Approve a modified gift agreement with California Lutheran University
12. **Action Item:** Approve the expenditure of \$25,000 of paid advertising funds for a travel incentive program
13. Announcements – CVTID Membership
14. 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 Adam Haverstock 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 Chamber's website at Conejo.com 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 24 hours prior to the meeting pursuant to Government Code Section 54956

on _____ at _____ By: _____ Adam Haverstock, Director of Operations, CVTID