



Conejo Valley Tourism Improvement District (CVTID)

Board of Directors Webinar Meeting

Tuesday, February 16, 2021 at 12:00pm

Meeting Minutes

- 1. Welcome/Call to Order – Chair Kristina Lecka**
 - Chair Kristina Lecka called the meeting to order at 12:03pm.
- 2. Roll Call/Self Introductions**
 - Members provided self-introductions.
 - Hotel members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites, Quality Inn Thousand Oaks, Hampton Inn Thousand Oaks, Palm Garden Hotel, Motel 6, Courtyard and Towneplace Suites by Marriott Thousand Oaks, Courtyard and Towneplace Suites by Marriott Agoura Hills.
 - Other members present: Greater Conejo Valley Chamber of Commerce, City of Thousand Oaks, City of Agoura Hills.
 - A quorum was established.
- 3. Action Item: Approval of the Agenda for the February 16, 2021 Meeting**
 - Motion to approve the Agenda by David Barnett (Hyatt Regency Westlake) and seconded by Kathleen Walk (Hampton Inn Agoura Hills).
 - By a voice vote the motion was approved.
- 4. Action Item: Approval of the Minutes from the January 19, 2021 Meeting**
 - Motion to approve the Minutes from the January meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Sean Briody (Courtyard by Marriott Thousand Oaks).
 - By a voice vote the motion was approved.
- 5. Public Comments**
 - There were no public comments.
- 6. Discussion Item: Board Member Update – Al Alam**
 - Al Alam (Motel 6) provided a board member update.
- 7. Discussion Item: President/CEO Report – Danielle Borja**
 - Danielle Borja presented the President/CEO Report.
- 8. Discussion Item: Augustine Agency Monthly Report**
 - Dani Higley presented the Augustine Agency monthly report.
- 9. Discussion Item: Marketing Maven Monthly Report**

- Lindsey Carnett presented the Marketing Maven monthly report.

10. Discussion Item: Payments for February 2021

- Adam Haverstock presented the payments for February 2021.

11. Discussion Item: 2020 Q4 Financial Report – Ofelia Flores

- Ofelia Flores and Adam Haverstock presented the 2020 Q4 Financial Report.

12. Announcements – CVTID Membership

- There were no announcements.

13. Next Meeting will be Tuesday, March 16, 2021

14. Adjourn

- Chair Kristina Lecka adjourned the meeting at 12:56pm.