



Conejo Valley Tourism Improvement District (CVTID)
Board of Directors Webinar Meeting
Tuesday, March 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

- Chamber staff took the roll as members provided self-introductions.
- CVTID Board Members Present: Best Western Thousand Oaks Inn, Palm Garden Hotel, Sheraton Agoura Hills, Courtyard by Marriott Thousand Oaks, Towneplace Suites by Marriott Thousand Oaks, Courtyard by Marriott Agoura Hills, Towneplace Suites by Marriott Agoura Hills, Quality Inn and Suites, Hyatt Regency Westlake, Motel 6
- Other Members Present: Greater Conejo Valley Chamber of Commerce, City of Thousand Oaks, City of Agoura Hills
- Guests Present: Stefan Cosentino - California Lutheran University; Melissa Giller – Ronald Reagan Presidential Library, Dani Higley – Augustine Agency, Heather Hooker and Lindsey Carnett – Marketing Maven

3. Action Item: Approval of the Agenda for the March 16, 2021 Meeting

- Motion to approve the agenda for the March 16, 2021 Meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Sean Briody (Courtyard by Marriott). The motion was approved by a voice vote.

4. Action Item: Approval of the Minutes from the February 16, 2021 Meeting

- Motion to approve the minutes from the February 16, 2021 Meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Sean Briody (Courtyard by Marriott Thousand Oaks). The motion was approved by a voice vote.

5. Public Comments

- Stefan Cosentino from California Lutheran University provided an update on the activities of the University.



- 6. Discussion Item: Board Member Update**
 - Sean Briody from Courtyard by Marriott Thousand Oaks provided a board member update.
- 7. Discussion Item: President/CEO Report – Danielle Borja**
 - Danielle Borja presented the President/CEO report and answered questions from the board of directors.
- 8. Discussion Item: Augustine Agency Monthly Report**
 - Dani Higley from Augustine presented the Augustine Agency Monthly Report and answered questions from the board of directors.
- 9. Discussion Item: Marketing Maven Monthly Report**
 - Heather Hooker from Marketing Maven presented the Public Relations report and answered questions from the board of directors.
- 10. Discussion Item: Payments for March 2021**
 - Adam Haverstock presented the payments for March 2021
- 11. Action Item: Approve a modified gift agreement with California Lutheran University**
 - Adam Haverstock presented the modified gift agreement with California Lutheran University and answered questions from the board of directors.
 - Motion to approve the modified gift agreement with California Lutheran University by Kim Cartaino (Sheraton Agoura Hills) and seconded by Jessica Lancaster (Homewood Suites Agoura Hills). With a voice vote the motion was approved.
- 12. Action Item: Approve the expenditure of \$25,000 of paid advertising funds for a travel incentive program**
 - Adam Haverstock presented the travel incentive program details and answered questions from the board of directors.
 - Motion to approve the expenditure of \$25,000 of paid advertising funds for a travel incentive program by Kim Cartaino (Sheraton Agoura Hills) and seconded by Michael Reardon (Palm Garden Hotel). With a voice vote the motion was approved.



13. Announcements – CVTID Membership

- There were no announcements.

14. Adjourn

- Chair Kristina Lecka adjourned the meeting at 1:05pm.