



**Conejo Valley Tourism Improvement District (CVTID)
Board of Directors Webinar Meeting**
Tuesday, April 20, 2021 at 12:00pm

Meeting Minutes

- 1. Welcome/Call to Order – Chair Kristina Lecka**
 - Chair Kristina Lecka called the meeting to order at 12:19pm.
- 2. Roll Call/Self Introductions**
 - Chamber staff took the roll.
 - CVTID Board Members present: Hampton Inn Agoura Hills, Best Western Thousand Oaks Inn, Hyatt Regency Westlake, Sheraton Agoura Hills, Hampton Inn Thousand Oaks, Courtyard by Marriott Agoura Hills, Towneplace Suites by Marriott Agoura Hills, Quality Inn Thousand Oaks.
 - Other Members Present: Greater Conejo Valley Chamber of Commerce, City of Thousand Oaks, City of Agoura Hills
 - Guests Present: Stefan Cosentino – California Lutheran University, Heather Hooker and Lindsey Carnett – Marketing Maven, Dani Higley – Augustine Agency
- 3. Action Item: Approval of the Agenda for the April 20, 2021 Meeting**
 - Motion to approve the agenda for the April 20, 2021 Meeting by Mary Macchio (Hampton Inn Thousand Oaks) and seconded by Kim Cartaino (Sheraton Agoura Hills). The motion was approved by a voice vote.
- 4. Action Item: Approval of the Minutes from the March 16, 2021 Meeting**
 - Motion to approve the minutes from the March 16, 2021 meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Kim Cartaino (Sheraton Agoura Hills). With a voice vote the motion was approved.
- 5. Public Comments**
 - There were no public comments.
- 6. Discussion Item: Board Member Update**
 - Mary Macchio 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 April 2021**
 - Adam Haverstock presented the payments for April 2021
11. **Discussion Item: Q1 2021 Financial Report**
 - Ofelia Flores presented the Q1 2021 Financial Report
12. **Announcements – CVTID Membership**
 - There were no announcements.
13. **Adjourn**
 - Chair Kristina Lecka adjourned the meeting at 12:41pm