



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

Tuesday, January 19, 2021 at 12:00pm

Meeting Minutes

1. **Welcome/Call to Order – Chair Kristina Lecka**
 - Chair Kristina Lecka called the meeting to order at 12:30pm.
2. **Roll Call/Self Introductions**
 - CVTID Board member provided self-introductions.
 - Board Members present: Sheraton Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Quality Inn Thousand Oaks, Hampton Inn Thousand Oaks, Palm Garden Hotel, Motel 6, Courtyard by Marriott Agoura Hills, Towneplace Suites by Marriott Agoura Hills.
 - A quorum was established.
3. **Action Item: Approval of the Agenda for the January 19, 2021 Meeting**
 - Motion to approve the agenda for the January 19, 2021 meeting by Mary Macchio (Hampton Inn Thousand Oaks) and seconded by Kim Cartaino (Sheraton Agoura Hills). Without objection the motion was approved by a voice vote.
4. **Action Item: Approval of the Minutes from the December 17, 2020 Meeting**
 - Motion to approve the minutes from the December 17, 2020 meeting by Mary Macchio (Hampton Inn Thousand Oaks) and seconded by Kim Cartaino (Sheraton Agoura Hills). Without objection the motion was approved by a voice vote.
5. **Public Comments**
 - Stefan Cosentino provided an update from California Lutheran University
6. **Discussion Item: Board Member Update – Kristina Lecka**
 - Kristina Lecka (Best Western Thousand Oaks Inn) provided a board member update.
7. **Discussion Item: President/CEO Report – Danielle Borja**
 - President/CEO Danielle Borja presented the President/CEO Report
8. **Discussion Item: Augustine Agency Monthly Report**
 - Dani Higley from Augustine presented the Augustine monthly report.

- 9. Discussion Item: Payments for January 2021**
 - Director of Operations Adam Haverstock presented the Payments for January 2021.
- 10. Action Item: To approve a public relations agreement with Marketing Maven**
 - President/CEO Danielle Borja presented the proposed agreement with Marketing Maven for public relations services.
 - Motion to approve the public relations agreement with Marketing Maven by Kim Cartaino (Sheraton Agoura Hills) and seconded by Mary Macchio (Hampton Inn Thousand Oaks). Without objection the motion was approved by a voice vote.
- 11. Announcements – CVTID Membership**
 - No announcements were made.
- 12. Next Meeting will be Tuesday, February 16, 2021**
- 13. Adjourn**
 - Chair Kristina Lecka adjourned the meeting at 12:55pm.