



**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.



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.



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.



**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



Conejo Valley Tourism Improvement District (CVTID)

Board of Directors Webinar Meeting

Tuesday, June 15, 2021 at 12:00pm

Meeting Minutes

1. Welcome/Call to Order – Al Alam

- Al Alam called the meeting to order at 12:04pm

2. Roll Call/Self Introductions

- Chamber staff took roll.
- CVTID Board Members Present: Motel 6, Sheraton Agoura Hills, Courtyard by Marriott Agoura Hills, Towneplace Suites By Marriott Agoura Hills, Quality Inn Thousand Oaks, Hampton Inn Thousand Oaks, Hyatt Regency Westlake, Palm Garden Hotel, Hampton Inn Agoura Hills.
- Other Members Present: Adam Haverstock, Danielle Borja and Dan Fizedale (Greater Conejo Valley Chamber of Commerce), Ramiro Adeva (City of Agoura Hills), Haider Alawami and Dusty Russell (City of Thousand Oaks).
- Guests Present: Dani Higley (Augustine), Lindsey Carnett and Heather Hooker (Marketing Maven).
- A quorum was established.

3. Action Item: Approval of the Agenda for the June 15, 2021 Meeting

- Motion to approve the agenda for June 15, 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 April, 20 2021 Meeting

- Motion to approve the Minutes for April 20, 2021 meeting by Robert Kim (Quality Inn Thousand Oaks) and seconded by Kim Cartaino (Sheraton Agoura Hills.) The motion was approved by a voice vote.

5. Public Comments

- There were no public comments.

6. Discussion Item: Board Member Update

- Robert Kim (Quality Inn Thousand Oaks) provided a board member update.

7. **Discussion Item: President/CEO Report – Danielle Borja**
 - President/CEO Danielle Borja provided 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**
 - Heather Hooker presented the Marketing Maven Monthly Report.
10. **Discussion Item: Payments for June 2021**
 - Director of Operations Adam Haverstock presented the Payments report for June 2021.
11. **Action Item: To support SB-285 California Tourism Recovery Act**
 - No action was taken on this item.
12. **Announcements – CVTID Membership**
 - There were no announcement from the CVTID Hotel membership.
13. **Adjourn**
 - Al Alam adjourned the meeting at 12:50pm.



Conejo Valley Tourism Improvement District (CVTID)

Board of Directors Webinar Meeting

Tuesday, July 20, 2021, at 12:00 p.m

Meeting Minutes

- 1. Welcome/Call to Order – Chair Kristina Lecka**
 - Kristina Lecka called the meeting to order at 12:02 p.m.
- 2. Roll Call/Self Introductions**
 - Chamber staff took roll.
 - CVTID Board Members Present: Best Western Thousand Oaks Inn, Hyatt Regency Westlake, Hampton Inn Thousand Oaks, Quality Inn Thousand Oaks, Sheraton Agoura Hills, Courtyard by Marriot Thousand Oaks, Towneplace Suites Thousand Oaks, Motel 6 Thousand Oaks, Palm Garden Hotel.
 - Other Members Present: Adam Haverstock, Danielle Borja, Dan Fizdale, and Kelvin Hau Canche (Greater Conejo Valley Chamber of Commerce),
 - Guests Present: Claire Marcus (Augustine), Lindsey Carnett, Heather Hooker, David Perez (Marketing Maven), Haider Alawami, Dusty Russell (City of Thousand Oaks), Paul Spooner (California Lutheran University).
- 3. Action Item: Approval of the Agenda for the July 20, 2021 Meeting**
 - Motion to approve the Agenda for July 20, 2021 meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Mary Macchio (Hampton Inn Thousand Oaks). The motion was approved by a voice vote.
- 4. Action Item: Approval of the Minutes from the June 15, 2021 Meeting**
 - Motion to approve the Minutes for June 15, 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.
- 5. Public Comments**
 - Paul Spooner was announced as the new liaison for California Lutheran University and the Conejo Valley Tourism Improvement District.



6. **Discussion Item: Board Member Update**
 - No Board Member update was given.
7. **Discussion Item: President/CEO Report – Danielle Borja**
 - President/CEO Danielle Borja provided the President/CEO Report.
8. **Discussion Item: Augustine Agency Monthly Report**
 - Claire Marcus presented the Augustine Agency Monthly Report.
9. **Discussion Item: Marketing Maven Monthly Report**
 - Heather Hooker presented the Marketing Maven Monthly Report.
10. **Discussion Item: Payments for July 2021**
 - Director of Operations Adam Haverstock presented the Payments report for July 2021.
11. **Discussion Item: Q2 2021 Financial Report**
 - Dan Fizdale presented the Q2 2021 Financial Report.
12. **Action Item: To accept \$150,000 in additional revenue and to allocate funds to Paid Advertising, Conference Travel, and Public Relations.**
 - Motion to approve the \$150,000 in additional revenue and to allocate funds to Paid Advertising, Conference Travel, and Public Relations by Kim Cartaino (Sheraton Agoura Hills) and seconded by Mary Macchio (Hampton Inn Thousand Oaks). The motion was approved by a voice vote.
13. **Announcements – CVTID Membership**
 - No announcements were made about the CVTID Hotel Membership.
14. **Adjourn**
 - Kristina Lecka adjourned the meeting at 12:46 p.m.



Conejo Valley Tourism Improvement District (CVTID)

Board of Directors Meeting

Tuesday, September 21, 2021 at 12:00pm

Meeting Minutes

- **Welcome/Call to Order – Chair Kristina Lecka**
 - Chair Kristina Lecka called the meeting to order at 12:15pm
- **Roll Call/Self Introductions**
 - Board Members and Guests provided self-introductions.
 - Hotel Members Present: Sheraton Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Hampton Inn Thousand Oaks, Palm Garden Hotel, Motel 6, Courtyard by Marriott Thousand Oaks, Towneplace Suites by Marriott Thousand Oaks, Courtyard by Marriott Agoura Hills, Towneplace Suites by Marriott Agoura Hills.
 - Other Members Present: City of Thousand Oaks, City of Agoura Hills, Greater Conejo Valley Chamber of Commerce
 - Guests Present: Claire Marcus – Augustine Agency; Lindsey Carnett – Marketing Maven.
 - A quorum was established.
- **Action Item: Approval of the Agenda for the September 21, 2021 Meeting**
 - Motion to approve the agenda for the September 21, 2021 Meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Mary Macchio (Hampton Inn Thousand Oaks). With a voice vote the motion was approved.
- **Action Item: Approval of the Minutes from the July 20, 2021 Meeting**
 - Motion to approve the minutes from the July 20, 2021 Meeting by Mary Macchio (Hampton Inn Thousand Oaks) and seconded by Kim Cartaino (Sheraton Agoura Hills). With a voice vote the motion was approved.
- **Public Comments**
 - There were no public comments.
- **Discussion Item: President/CEO Report – Danielle Borja**
 - Danielle Borja presented the President/CEO Report.
- **Discussion Item: Augustine Agency Monthly Report**
 - Claire Marcus presented the Augustine Agency Report.

- **Discussion Item: Marketing Maven Monthly Report**
 - Lindsey Carnett presented the Marketing Maven Report.
- **Discussion Item: Payments for September 2021**
 - Adam Haverstock presented the Payments for September 2021.
- **Action Item: To accept \$150,000 in additional revenue from July and August 2021, and to allocate discretionary funds to Paid Advertising, Public Relations, Professional Services, Meeting Expenses and Conferences.**
 - Adam Haverstock presented the action item and answered questions from the CVTID Board Members.
 - Motion to accept \$150,000 in additional revenue from July and August 2021, and to allocate discretionary funds to Paid Advertising, Public Relations, Professional Services, Meeting Expenses and Conferences. The motion was made by Tony Conti (Courtyard by Marriott Thousand Oaks) and seconded by Mary Macchio (Hampton Inn Thousand Oaks). With a vote of 8-0-2 the motion was approved.
- **Announcements – CVTID Membership**
 - There were no announcements.
- **Adjourn**
 - Chair Kristina Lecka adjourned the meeting at 1:00pm.



Conejo Valley Tourism Improvement District (CVTID)

Board of Directors Meeting

Tuesday, October 19, 2021 at 12:00pm

Meeting Minutes

- 1. Welcome/Call to Order – Chair Kristina Lecka**
 - a. Chair Kristina Lecka called the meeting to order at 12:07pm.
- 2. Roll Call/Self Introductions**
 - a. Hotel members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites Agoura Hills, Hampton Inn Thousand Oaks, Palm Garden Hotel, Motel 6, Courtyard by Marriott Thousand Oaks, Towneplace Suites by Marriott Thousand Oaks, Courtyard by Marriott Agoura Hills, Towneplace Suites by Marriott Agoura Hills
 - b. Other members present: Greater Conejo Valley Chamber of Commerce, City of Thousand Oaks.
 - c. Guests Present: Cathy Nanadiego - Augustine Agency, Ally Bertik and Lindsey Carnett - Marketing Maven, Charlotte Parry - Santa Monica Mountains Fund.
- 3. Action Item: Approval of the Agenda for the October 19, 2021 Meeting**
 - a. Motion to approve the agenda for the October 19, 2021 meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Michael Reardon (Palm Garden Hotel). Motion was approved by a voice vote.
- 4. Action Item: Approval of the Minutes from the September 21, 2021 Meeting**
 - a. Motion to approve the minutes from the September 21, 2021 meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). The motion was approved by a voice vote.
- 5. Public Comments**
 - a. Charlotte Parry from Santa Monica Mountains Fund discussed the reconstruction of Paramount Ranch.
- 6. Discussion Item: President/CEO Report – Danielle Borja**
 - a. Danielle Borja presented the President/CEO report.

7. **Discussion Item: Augustine Agency Monthly Report**
 - a. Cathy Nanadiego presented the Augustine Agency monthly report.
8. **Discussion Item: Marketing Maven Monthly Report**
 - a. Ally Bertik presented the Marketing Maven Monthly Report.
9. **Discussion Item: Payments for October 2021**
 - a. Adam Haverstock presented the payments for October 2021.
10. **Action Item:** To allocate \$10,000 from unallocated funds to Paid Advertising to provide funding to the Santa Monica Mountains Fund in support of the reconstruction of Paramount Ranch.
 - a. **Adam Haverstock presented this action item and answered questions from the board members.**
 - b. Motion to allocate \$10,000 from unallocated funds to Paid Advertising to provide funding to the Santa Monica Mountains Fund in support of the reconstruction of Paramount Ranch. Motion by Felix Wang (Best Western Thousand Oaks Inn) and second by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 10-0-2 the motion was approved.
11. **Announcements – CVTID Membership**
 - a. Wendy Beemer welcomed everyone to Courtyard by Marriott Agoura Hills.
12. **Adjourn**
 - a. The meeting was adjourned at 12:54pm.



Conejo Valley Tourism Improvement District (CVTID)

Board of Directors Annual Meeting

Wednesday, November 10th, 2021 at 12:00pm

Meeting Agenda

- **Welcome/Call to Order – CVTID Chair Kristina Lecka**
 - Chair Kristina Lecka called the meeting to order at 12:42pm.
- **Roll Call – Chamber Staff**
 - Director of Operations Adam Haverstock took the roll.
 - Hotel members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites, Hampton Inn Thousand Oaks, Palm Garden Hotel, Motel 6, Courtyard by Marriott Thousand Oaks, Towneplace Suites by Marriott Thousand Oaks, Courtyard by Marriott Agoura Hills, Towneplace Suites by Marriott Agoura Hills.
 - Other Members Present: Greater Conejo Valley Chamber of Commerce, City of Thousand Oaks.
 - Guests Present: Augustine Ideas, Marketing Maven.
 - A quorum was established.
- **Action Item: Approval of Agenda for November 10, 2021 Meeting**
 - Motion to approve the agenda for the November 10, 2021 annual meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Al Alam (Motel 6). The motion was approved without objection by a voice vote.
- **Action Item: Approval of Minutes from the October 19, 2021 Meeting**
 - Motion to approve the minutes from the October 19, 2021 meeting by Michael Reardon (Palm Garden Hotel) and seconded by Tony Conte (Courtyard by Marriott Thousand Oaks). The motion was approved without objection by a voice vote.
- **Public Comments**
 - There were no public comments.
- **President/CEO Report – Danielle Borja**
 - There was no President/CEO report.

- **Action Item: Election of CVTID Officers for the 2022 Term**
 - Motion to elect Al Alam from Motel 6 as Chair, Michael Reardon from Palm Garden Hotel as Vice-Chair, Kim Cartaino from Sheraton Agoura Hills as Treasurer and Tony Conte from Courtyard by Marriott Thousand Oaks as Secretary for the 2022 term. Motion was made by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Mary Macchio (Hampton Inn Thousand Oaks). With a vote of 10-0-2 the motion was approved.
- **Action Item: Approval of the 2022 CVTID Meeting Schedule**
 - Motion to approve the 2022 CVTID meeting schedule by Michael Reardon (Palm Garden Hotel) and seconded by Al Alam (Motel 6). The motion was approved without objection by a voice vote.
- **Action Item: Approval of the 2022 CVTID Budget**
 - Motion to approve the 2022 CVTID budget by Tony Conte (Courtyard by Marriott Thousand Oaks) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 10-0-2 the motion was approved.
- **Discussion Item: Q3 2021 Financial Report – Fil Santos**
 - CVTID Controller Fil Santos presented the Q3 2021 Financial Report and answered questions from the members of the board of directors.
- **Announcements – CVTID Membership**
 - Tony Conte announced that he was promoted to Area Director of Sales for the Courtyard and Towneplace Thousand Oaks.
 - Adam Haverstock reminded board members that December 31st, 2021 is the last day to submit expense requests before the Q4 direct marketing account sweep.
- **Next Meeting will be Thursday, December 16, 2021**
- **Adjourn**
 - Chair Kristina Lecka adjourned the meeting at 1:08pm.



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

Thursday, December 16, 2021 at 12:00pm

Meeting Minutes

- 1. Welcome/Call to Order – Chair Kristina Lecka**
 - a. Chair Kristina Lecka called the meeting to order at 12:06pm.
- 2. Roll Call/Self Introductions**
 - a. Hotel members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites Agoura Hills, Hampton Inn Thousand Oaks, Palm Garden Hotel, Motel 6.
 - b. Other members present: Greater Conejo Valley Chamber of Commerce, City of Thousand Oaks and City of Agoura Hills.
 - c. Guests Present: Claire Marcus - Augustine Agency, Ally Bertik and Lindsey Carnett - Marketing Maven, Paul Spooner – CLU, Melissa Giller – Ronald Reagan Presidential Library.
- 3. Action Item: Approval of the Agenda for the December 16, 2021 Meeting**
 - a. Motion to approve the agenda for the December 16, 2021 meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Al Alam (Motel 6). Motion was approved by a voice vote.
- 4. Action Item: Approval of the Minutes from the November 10, 2021 Meeting**
 - a. Motion to approve the minutes from the November 10, 2021 meeting by Mary McVicker (Hampton Inn Newbury Park) and seconded by Michael Reardon (Palm Garden Hotel). The motion was approved by a voice vote.
- 5. Public Comments**

Paul Spooner from CLU introduced himself to the group.
- 6. Discussion Item: President/CEO Report – Danielle Borja**
 - a. Danielle Borja presented the President/CEO report.

- 7. Discussion Item: Augustine Agency Monthly Report**
 - a. Claire Marus presented the Augustine Agency monthly report.
- 8. Discussion Item: Marketing Maven Monthly Report**
 - a. Ally Bertik presented the Marketing Maven Monthly Report.
- 9. Discussion Item: Payments for December 2021**
 - a. Danielle Borja presented the payments for December 2021.
- 10. Announcements – CVTID Membership**
- 11. Adjourn**
 - a. The meeting was adjourned at 12:38pm.