



Conejo Valley Tourism Improvement District (CVTID)

Board of Directors Meeting

March 15, 2022 at 12:00pm

Hyatt Regency Westlake

Meeting Minutes

- **Welcome/Call to Order – Vice Chair Michael Reardon**
 - Vice Chair Michael Reardon called the meeting to order at 12:05pm.
- **Roll Call/Self Introductions**
 - Members provided self introductions.
 - Hotel Members present: Sheraton Agoura Hills, Hampton Inn Agoura Hills, Hyatt Regency Westlake, Homewood Suites Agoura Hills, Hampton Inn Thousand Oaks, Palm Garden Hotel, 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 Agency, Marketing Maven.
 - A quorum was established.
- **Action Item: Approval of the Agenda for the March 15, 2022 Meeting**
 - Motion to approve the agenda for the March 15, 2022 meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a voice vote the motion was approved.
- **Action Item: Approval of the Minutes from the January 18, 2022 Meeting**
 - Motion to approve the minutes from the January 18, 2022 meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Kathleen Walk (Hampton Inn 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 provided the President/CEO Report

- **Discussion Item: Augustine Agency Report**
 - Claire Marcus presented the Augustine Agency Report
- **Discussion Item: Marketing Maven Report**
 - Ally Bertik presented the Marketing Maven Report
- **Action Item: Election of CVTID Officers**
 - Vice Chair Reardon opened the floor to nominations for Chair for 2022.
 - Nomination for Michael Reardon (Palm Garden Hotel).
 - Motion to elect Michael Reardon as Chair of the Board for 2022 by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Kim Cartaino (Sheraton Agoura Hills). With a vote of 8-0-2 the motion was approved.
 - Chair Reardon opened the floor to nominations for Vice Chair
 - Nomination for Kim Cartaino (Sheraton Agoura Hills)
 - Nomination for Tony Conte (Courtyard by Marriott Thousand Oaks). The nomination was declined.
 - Motion to elect Kim Cartaino as Vice Chair for 2022 by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Tony Conte (Courtyard by Marriott Thousand Oaks). With a vote of 8-0-2 the motion was approved.
 - Chair Reardon opened the floor to nominations for Treasurer for 2022.
 - Nomination for Michelle Relecker (Hyatt Regency Westlake).
 - Motion to elect Michelle Relecker as Treasurer for 2022 by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Tony Conte (Courtyard by Marriott Thousand Oaks). With a vote of 8-0-2 the motion was approved.
- **Action Item: Approval of Updated 2022 Meeting Calendar**
 - Adam Haverstock presented the updated meeting calendar and answered questions from the Board of Directors.
 - Motion to approve the updated 2022 meeting calendar by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Kim Cartaino (Sheraton Agoura Hills). With a vote of 8-0-2 the motion was approved.
- **Announcements – CVTID Membership**
 - Several hotels made announcements relating to staffing challenges. CVTID staff was given direction to assist on the issue.
- **Adjourn**
 - Chair Michael Reardon adjourned the meeting at 1:10pm.