



## **Conejo Valley Tourism Improvement District (CVTID)**

### **Board of Directors Meeting**

January 18, 2021 at 12:00pm

Meeting Minutes

- **Welcome/Call to Order – Chair Al Alam**
  - Al Alam called the meeting to order at 12:02pm
- **Roll Call/Self Introductions**
  - Hotel Members present: Motel 6, Sheraton Agoura Hills, Best Western Thousand Oaks Inn, Courtyard by Marriott Agoura Hills, Towneplace Suites by Marriott Agoura Hills, Hyatt Regency Westlake, Courtyard by Marriott Thousand Oaks, Towneplace Suites by Marriott Thousand Oaks, Homewood Suites, Hampton Inn Agoura Hills, Palm Garden Hotel.
  - Other Members Present: Greater Conejo Valley Chamber of Commerce, City of Thousand Oaks, City of Agoura Hills.
  - Guests Present: Claire Marcus – Augustine; Lindsey Carnett and Ally Bertik – Marketing Maven; Paul Spooner – California Lutheran University; Melissa Giller – Ronald Reagan Presidential Library
  - A quorum was established.
- **Action Item: Approval of the Agenda for the January 18, 2022 Meeting**
  - Motion to approve the agenda for the January 18, 2022 meeting by Kristina Lecka (Best Western Thousand Oaks Inn) and seconded by Tony Conte (Courtyard by Marriott Thousand Oaks). The motion was approved by a voice vote.
- **Action Item: Approval of the Minutes from the December 16, 2021 Meeting**
  - Motion to approve the Minutes from the December 16, 2021 meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Kristina Lecka (Best Western Thousand Oaks Inn). The motion was approved by a voice vote.
- **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 Report**
  - Claire Marcus presented the Augustine Agency report.
- **Discussion Item: Marketing Maven Report**
  - Ally Bertik presented the Marketing Maven Report.
- **Discussion Item: Q4 2021 Financial Report – Fil Santos**
  - Fil Santos presented the Q4 2021 Financial Report.
- **Discussion Item: Sales and Conference Committee – Adam Haverstock**
  - Adam Haverstock presented the Sales and Conference Committee Report.
- **Announcements – CVTID Membership**
  - There were no announcements.
- **Adjourn**
  - Chair Al Alam adjourned the meeting at 12:46pm.