



## Conejo Valley Tourism Improvement District Leadership Team Meeting

April 19, 2022 at 12:00pm  
Online Via Zoom – [Meeting Link](#)

### Meeting Agenda

1. Call to Order – Chair Michael Reardon
2. Roll Call / Self-Introductions
3. **Action Item:** Approval of the Agenda for the April 19, 2022 Meeting
4. Public Comments
5. Discussion Item: President/CEO Report
6. Discussion Item: Augustine Agency Report
7. Discussion Item: Marketing Maven Report
8. Discussion Item: Q1 2022 Financial Report
9. **Action Item:** To Amend the Direct Marketing Policy & Procedure
10. **Action Item:** To Allocate \$24,000 in unallocated funds to Hotel Direct Marketing
11. Announcements – CVTID Leadership Team Members
12. Adjourn

#### **NOTICES**

##### **BROWN ACT:**

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Adam Haverstock at (805)370-0035 at least 48 hours prior to the meeting.

##### **NOTICE TO PUBLIC:**

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the CVTID. The Agenda provides a general description and staff recommendations; however, the CVTID may take action other than what is recommended.

##### **DOCUMENTATION:**

Copies of staff reports or other written documentation, relating to each item of business described in this Agenda, are posted to the CVTID website at Conejo.com and are on file and available for public inspection, during normal business hours, in the office of Greater Conejo Valley Chamber of Commerce at 600 Hampshire Road, Suite 200, Thousand Oaks, CA 91361.

I declare under penalty of perjury that I posted this Agenda of the CVTID on the front door of the Greater Conejo Valley Chamber of Commerce, 600 Hampshire Road, Suites 200 and 202, Thousand Oaks, CA 91361, not less than 24 hours prior to the meeting pursuant to Government Code Section 54956

on \_\_\_\_\_ at \_\_\_\_\_ By: \_\_\_\_\_ Adam Haverstock, Director of Operations, CVTID