



Conejo Valley Tourism Improvement District (CVTID)

Board of Directors Meeting

May 17, 2022 at 12:00pm

Meeting Minutes

- **Welcome/Call to Order – Chair Michael Reardon**
 - Chair Michael Reardon called the meeting to order at 12:03pm.
- **Roll Call/Self Introductions**
 - CVTID Members Present: Sheraton Agoura Hills, Hyatt Regency Westlake, Best Western Thousand Oaks Inn, Homewood Suites, 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
 - Guests Present: Augustine Agency, Marketing Maven
 - A quorum was established.
- **Action Item: Approval of the Agenda for the May 17, 2022 Meeting**
 - Motion to approve the agenda for the May 17, 2022 meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Ashlie Lohse (Homewood Suites).
 - With a vote of 8-0-2, the motion was approved.
- **Action Item: Approval of the Minutes from the March 15, 2022 Meeting**
 - Motion to approve the minutes from the March 15, 2022 meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Kristina Lecka (Best Western Thousand Oaks Inn). With a vote of 8-0-2 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 Report**
 - Claire Marcus presented the Augustine Agency Report.

- **Discussion Item: Marketing Maven Report**
 - Ally Bertik presented the Marketing Maven Report.
- **Action Item: Approval of Audit Committee Recommendation of Audit Firm**
 - CVTID Treasurer Michelle Relecker presented the recommendation of the Audit Committee to recommend _____ to perform the CVTID Audit for an estimated cost of \$9,250.
 - Motion to approve the recommendation of the CVTID Audit committee by Tony Conte (Courtyard by Marriott Thousand Oaks) and seconded by Kim Cartaino (Sheraton Agoura Hills). The motion was approved by a vote of 8-0-2.
- **Action Item:** To accept \$100,000 in Additional CVTID Revenue and to allocate discretionary funds to Paid Advertising, Conference Travel and PR Expenses.
- Announcements – CVTID Membership
- Adjourn