



Conejo Valley Tourism Improvement District Leadership Team Meeting

April 19, 2022 at 12:00pm

Meeting Minutes

1. Call to Order – Chair Michael Reardon

- Chair Reardon called the meeting to order at 12:02pm.

2. Roll Call / Self-Introductions

- Adam Haverstock took the roll.
- Officers present: Michael Reardon, Kim Cartaino, Tony Conte, Michelle Relecker, Danielle Borja.
- Others present: Adam Haverstock and Ofelia Flores (Greater Conejo Valley Chamber of Commerce), Kristina Lecka (Best Western Thousand Oaks Inn), Al Alam (Motel 6), Claire Marcus (Augustine) and Lindsey Carnett (Marketing Maven).
- A quorum was established.

3. Action Item: Approval of the Agenda for the April 19, 2022 Meeting

- Motion to approve the agenda by Kim Cartaino and seconded by Tony Conte. With a voice vote the motion was approved.

4. Public Comments

- Chair Reardon called for public comments.
- There were no public comments.

5. Discussion Item: President/CEO Report

- Danielle Borja presented the President/CEO Report and answered questions from Committee Members.

6. Discussion Item: Augustine Agency Report

- Claire Marcus presented the Augustine Agency Report and answered questions from the committee.

7. Discussion Item: Marketing Maven Report

- Lindsey Carnett presented the Marketing Maven Report and answered questions from the committee.

8. Discussion Item: Q1 2022 Financial Report

- Ofelia Flores and Adam Haverstock presented the Q1 2022 Financial Report and answered questions from the committee.

9. Action Item: To Amend the Direct Marketing Policy & Procedure

- Adam Haverstock presented the amendment to the Direct Marketing Policy & Procedure
- Motion to amend the Direct Marketing Policy & Procedure by Kim Cartaino and seconded by Tony Conte. Motion was approved by a voice vote.

10. Action Item: To Allocate \$24,000 in unallocated funds to Hotel Direct Marketing

- Motion to allocate \$24,000 in unallocated funds to Hotel Direct Marketing by Kim Cartaino and seconded by Tony Conte. With a voice vote the motion was approved.

11. Announcements – CVTID Leadership Team Members

- Courtyard by Marriott Thousand Oaks is hosting a mixer on Tuesday, April 26th. CVTID Board Members are invited to attend.

12. Adjourn

- Chair Reardon adjourned the meeting at 1:00pm.