



Conejo Valley Tourism Improvement District (CVTID)
Board of Directors Meeting
September 20, 2022 at 12:00pm

Meeting Minutes

- **Welcome/Call to Order – Chair Michael Reardon**
 - Chair Michael Reardon called the meeting to order at 12:00pm.
- **Roll Call/Self Introductions**
 - Adam Haverstock took the roll from the Zoom attendee list.
 - Hotel members present: Sheraton Agoura Hills, Hampton Inn 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, City of Agoura Hills.
 - Guests Present: Marketing Maven, Augustine Agency.
 - A quorum was established.
- **Action Item: Approval of the Agenda for the September 20, 2022 Meeting**
 - Motion to approve the Agenda for the September 20, 2022 meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Tony Conte (Courtyard by Marriott Thousand Oaks). With a vote of 7-0-2 the motion was approved.
- **Action Item: Approval of the Minutes from the May 17, 2022 Meeting**
 - Motion to approve the minutes from the May 17, 2022 Meeting by Kathleen Walk (Hampton Inn Agoura Hills) and seconded by Ashlie Lohse (Homewood Suites Agoura Hills). With a vote of 7-0-2 the motion was approved.
- **Public Comments**
 - There were no public comments.

- **Discussion Item: President/CEO Report – Danielle Borja**
 - CVTID President/CEO Danielle Borja presented the President/CEO Report.
- **Discussion Item: Augustine Agency Report**
 - Claire Marcus from Augustine Agency presented the Augustine Agency Report.
- **Discussion Item: Marketing Maven Report**
 - Ally Bertik from Marketing Maven presented the Marketing Maven Report.
- **Action Item: Approval of CVTID Audit**
 - CVTID Treasurer Michelle Relecker presented the recommendation of the CVTID Audit Committee to approve the CVTID Audit for 2021.
 - Motion to approve the CVTID Audit for 2021 by Felix Wang (Best Western Thousand Oaks Inn) and seconded by Kathleen Walk (Hampton Inn Agoura Hills). With a vote of 7-0-2 the motion was approved.
- **Discussion Item: Q2 2022 Financial Report – CFO Ofelia Flores**
 - CVTID CFO Ofelia Flores Presented the Q2 2022 Financial Report.
- **Action Item: To accept \$140,000 in Additional CVTID Revenue and to allocate discretionary funds to Paid Advertising and Public Relations Expenses.**
 - CVTID Director of Operations Adam Haverstock presented the staff recommendation to accept \$140,000
 - Motion to accept \$140,000 in additional CVTID revenue and to allocate discretionary funds to Paid Advertising and Public Relations Expenses. Motion by Kim Cartaino (Sheraton Agoura Hills) and second by Felix Wang (Best Western Thousand Oaks Inn). With a vote of 7-0-2 the motion was approved.
- **Announcements – CVTID Membership**
 - There were no announcements.
- **Adjourn**
 - Chair Michael Reardon adjourned the meeting at 12:35pm.