



Conejo Valley Tourism Improvement District (CVTID)

Board of Directors Meeting

October 18, 2022 at 12:00pm

Meeting Minutes

- **Welcome/Call to Order – Chair Michael Reardon**
 - Chair Michael Reardon called the meeting to order at 12:13pm.
- **Roll Call/Self Introductions**
 - Hotel 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
 - 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 October 18, 2022 Meeting**
 - Motion to approve the Agenda for the October 18, 2022 meeting by Kim Cartaino (Sheraton Agoura Hills) and seconded by Felix Wang (Best Western Plus Thousand Oaks Inn). The motion was passed unanimously with a voice vote.
- **Action Item: Approval of the Minutes from the September 20, 2022 Meeting**
 - Motion to approve the minutes from the September 20, 2022 meeting by Felix Wang (Best Western Plus Thousand Oaks Inn) and seconded by Ashlie Lohse (Homewood Suites – Agoura Hills). The motion was passed unanimously with a voice vote.
- **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**
 - Cathy Nanadiego from Augustine Agency presented the Augustine Agency Report.
- **Discussion Item: Marketing Maven Report**
 - Ally Bertik from Marketing Maven presented the Marketing Maven Report.
- **Discussion Item: Q3 2022 Financial Report – Ofelia Flores**
 - CVTID CFO Ofelia Flores Presented the Q3 2022 Financial Report.
- **Announcements – CVTID Membership**
 - There were no announcements.
- **Adjourn**
 - Chair Michael Reardon adjourned the meeting at 12:49pm.