



## **Conejo Valley Tourism Improvement District (CVTID) Board of Directors Annual Meeting**

May 11th, 2023 at 12:00pm  
Hyatt Regency Westlake

### Meeting Minutes

- **Welcome/Call to Order – Chair Kim Cartaino**
  - Chair Kim Cartaino called the meeting to order at 12:08pm.
- **Roll Call/Self Introductions**
  - Hotel members present: Sheraton Agoura Hills, Palm Garden Hotel, Best Western Plus Thousand Oaks Inn, Hampton Inn Thousand Oaks, Courtyard by Marriott Agoura Hills, Towneplace Suites by Marriott Agoura Hills, Courtyard by Marriott Thousand Oaks, Towneplace Suites by Marriott Thousand Oaks.
  - Other Members Present: Greater Conejo Valley Chamber of Commerce.
  - Guests Present: Marketing Maven, Augustine Agency, Montecito Bank & Trust.
  - A quorum was established.
- **Action Item: Approval of the Agenda for the May 11, 2023 Meeting**
  - Motion to approve the Agenda for the May 11, 2023 meeting by Kristina Lecka (Best Western Thousand Oaks Inn) and seconded by Shelley Baltimore (Hampton Inn Thousand Oaks). The motion was passed with a voice vote with two abstentions from Courtyard by Marriott Agoura Hills and Towneplace Suites by Marriott Agoura Hills.
- **Action Item: Approval of the Minutes from the March 21, 2023 Meeting**
  - Motion to approve the minutes from the March 21, 2023 meeting by Tony Conte (Towneplace Suites by Marriott Thousand Oaks) and seconded by Kristina Lecka (Best Western Plus Thousand Oaks Inn). The motion was passed with a voice vote with two abstentions from Courtyard by Marriott Agoura Hills and Towneplace Suites by Marriott Agoura Hills.
- **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 and Christina Wicker 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: Bank Account Cash Management Strategies**
  - Danielle Borja and Jill Haney presented bank account cash management strategies.
- **Announcements – CVTID Membership**
  - There were no announcements.
- **Adjourn**
  - Chair Kim Cartaino adjourned the meeting at 1:28pm.