



## Meeting Book - CVTID Full Board Meeting 9.19.23

CVTID Board of Directors Meeting Agenda - 29505 Agoura Rd, Agoura Hills in Ocaso Ballroom I

1. Call To Order  
Kim Cartaino

2. Roll Call

3. Approval of the Agenda

Action Item: Meeting Agenda for September 19th, 2023

4. Approval of the Minutes

Action Item: CVTID Meeting Minutes from May 11, 2023

5. Public Comments

Public comments are the time for members of the public to address the Conejo Valley Tourism Improvement District Board of Directors. Speakers are limited to 3 minutes each.

6. Reports

President/CEO Report  
Danielle Borja

Augustine Agency Report  
Christina Wicker  
August 2023

Marketing Maven Report  
Shayne Wells  
August 2023

7. New Business

Action Item: Q2 Financial Report  
Ofelia Flores

Action Item: Consideration of Request for Proposals on CVTID  
Marketing Services  
Give direction to staff regarding a possible Request for Proposal on  
Marketing Services

8. Board Member Announcements

9. Adjourn

### Notices

#### BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Josh Gray at (805)370-0035 at least 48 hours prior to the meeting.

#### NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the CVTID. The Agenda provides a general

description and staff recommendations; however, the CVTID may take action other than what is recommended.

**DOCUMENTATION:**

Copies of staff reports or other written documentation, relating to each item of business described in this Agenda, are posted to the Chamber's website at Conejo.com and are on file and available for public inspection, during normal business hours, in the office of Greater Conejo Valley Chamber of Commerce at 600 Hampshire Road, Suite 200, Thousand Oaks, CA 91361

This Agenda of the CVTID was posted on the front door of the Greater Conejo Valley Chamber of Commerce, 600 Hampshire Road, Suites 200, Thousand Oaks, CA 91361, not less than 72 hours prior to the meeting pursuant to Government Code Section 54954.2



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## **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.



# Visit Conejo Valley Reporting

August 2023

A photograph of four people (two men and two women) walking down a modern, multi-level staircase. The staircase has metal railings and is set within a building with large glass windows and a high ceiling. The people are dressed in casual to semi-formal attire. The image has a blue tint and a semi-transparent dark blue overlay. The text "STR Report" is centered over the image in a large, white, sans-serif font.

# STR Report

# STR Report



## August 2023

Metric	Aug 2023 Occupancy	Aug 2022 Occupancy	Aug 2023 ADR	Aug 2022 ADR	Aug 2023 RevPAR	Aug 2022 RevPAR
Conejo Valley	82.6%	78.4%	\$172.72	\$167.69	\$144.17	\$131.39
Ventura County West	78%	81.5%	\$186.01	\$172.66	\$147.38	\$140.72
Santa Clarita/Simi Valley	82.1%	82.8%	\$151.03	\$140.66	\$125.12	\$116.51

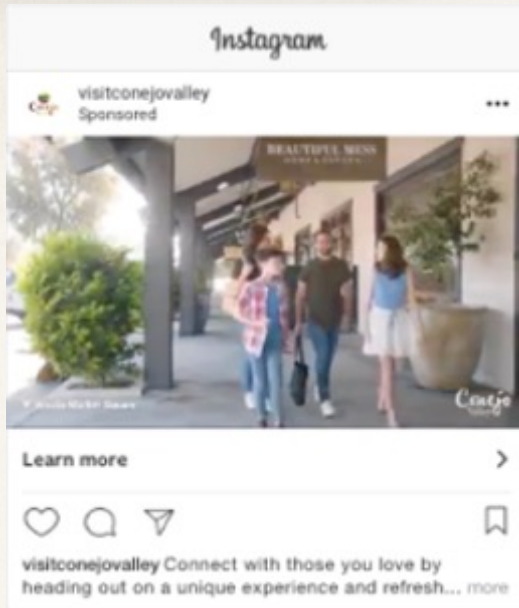
- For all August STR metrics, **Conejo Valley outperformed July and had the highest performing month of 2023.**
- Conejo Valley saw **jumps in Occupancy, ADR and RevPAR YoY** as well.
- Conejo Valley saw the **highest Occupancy rate this month** in comparison to other regions, though Ventura County saw the highest ADR and RevPAR.
- Highest RevPAR for Conejo Valley was seen in the first week of August.

Dates	Days	RevPAR
Aug 1 - 5	5	\$172.22
Aug 6 - 12	7	\$161.86
Aug 13 - 19	7	\$164.21
Aug 20 - 26	7	\$117.10
Aug 27 - 31	5	\$101.22

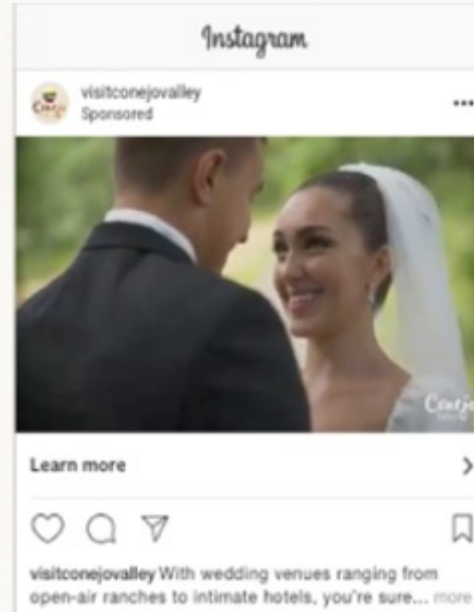
A man and a woman are walking towards the camera on a dirt path in a grassy field. In the background, there are rolling hills and mountains under a clear sky. The image has a warm, golden-hour color palette. The text "Paid Media Campaign" is overlaid in the center in a large, white, sans-serif font.

# Paid Media Campaign

# Paid Social



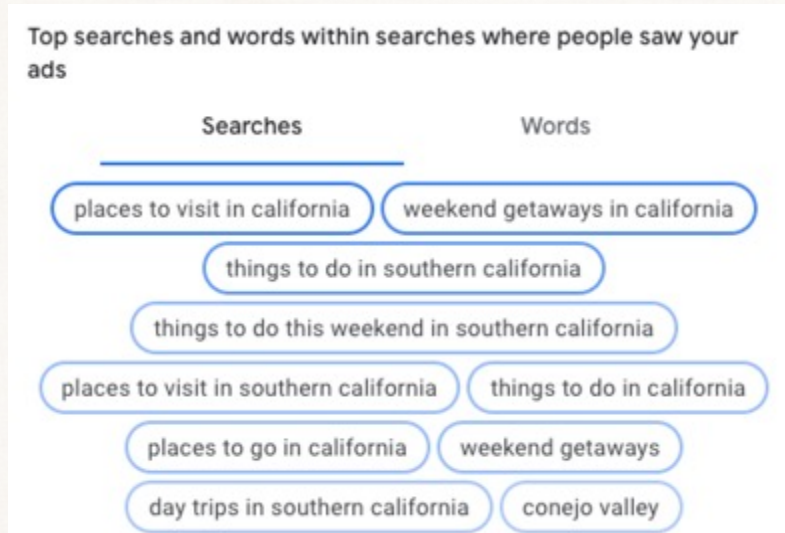
Family



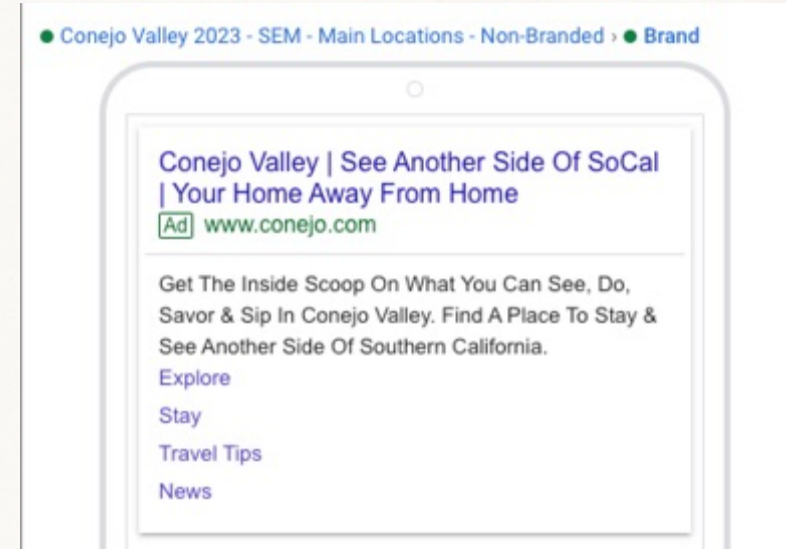
Wedding

- Paid Social brought in **438,177 impressions (+16.79% MoM)** and 11,748 clicks with a **2.68% CTR**. These ads outperformed the industry CTR benchmark of 0.90%.
- The top performing ad by CTR was the **“Family”** video, which had **42,387 impressions** and **3,051 clicks** with an outstanding **7.20% CTR**.
- The second-best performing ad based off CTR was the **“Wedding”** video, with 55,454 impressions, 2,254 clicks with a high **4.06% CTR**.

## Top Searches



## Top Search Ad



- SEM brought in **27,889 impressions** and **2,214 clicks** with a **7.94% CTR**, surpassing the **4.68% CTR** benchmark. Top performing searches revolved around places to visit in California and things to do in Southern California. This month, "day trips" and "conejo valley" made Top Searches.
- The top performing search ad continues to be the **"See Another Side of SoCal"** ad.
- The SEM campaign continues to drive the most users to the **"Stay"** page, with **2,148 sessions**.

# YouTube Video



Locations	Total Views	Impressions	Clicks	CTR	Video played to 25%	Video played to 50%	Video played to 75%	Videos played to 100%
Los Angeles, Inland Empire, Orange County, San Francisco, San Diego, Santa Cruz, San Jose	54,166	163,782	119	0.07%	84.38%	48.68%	37.90%	33.24%

- YouTube had **163K impressions**, **54K views** with **119 clicks** and a **33.24% VCR**, outperforming the **29.60% benchmark**.
- The **"Food and Beverage"** video had the highest percentage of viewers who watched all the way to the end at **45.37%**, followed by the **"Family General 30sec"** video at 40.86%.

The background image is a photograph of a traditional Japanese garden. In the center, there is a wooden pavilion with a dark, tiled roof and open sides, surrounded by lush greenery. To the right, a dense bamboo grove stands tall. The foreground is filled with various plants, including some with yellowing leaves on the left. The entire image is overlaid with a semi-transparent dark blue filter.

# Website Metrics

# Website Traffic



	Sessions	Users	Pages Per Session	Average Time on Page	Book Now Events
2023	12,126 (-4.64% MoM)	10,605 (-6.01% MoM)	1.35 (-2.43% MoM)	0:36 (+11.24% MoM)	93 (+9.41% MoM)
2022	49,002	45,771	1.93	0:28	487

- **More than 12K users** visited the website. There was a small 4% fluctuation MoM, contributed to by sessions driven by paid search, social and referral traffic. In July, we saw an increase in traffic due to a FOX LA article linking to our Fourth of July event, as well as clicks from our top boosted Facebook post in 2023.
- Conversions increased by **9.41%** and average time on page increased by **11.24%**.
- The top three locations that drove traffic were **Los Angeles (35.02%)**, **Thousand Oaks (4.51%)** and **San Diego (4.48%)** similar markets to what's been reported previously.

# Traffic Channels



Channel	Sessions	New Users	Avg. Time on Page
Paid Social	5,603	4,605	0:05
Organic Search	2,318	1,829	1:51
Paid Search	2,251	2,124	0:16
Direct	1,789	1,583	0:43
Referral	135	78	4:26
Other	21	19	0:05
Email	9	1	4:57

- Paid Social was the top traffic channel, bringing in more than 5.6K sessions and 4.6K new users. Organic Search jumped to the number two spot this month with over 2.3K sessions and 1.8K new users.
- Visitors coming from **Email** spent the most time on page at **4:57**, followed by Referral with 4:26. The top referral site for August was VisitCalifornia.com which drove 12 users generating 17 page sessions.

# Website Top Pages



Page	Pageviews	Average Time on Page
Stay	2,354	1:21
Homepage	2,009	1:29
Conejo Players Theatre	361	3:36
Trails	255	2:07
Explore	198	0:42

- The **Stay page** continues to be the **top viewed page**, with **14.38% of total traffic** mostly driven by Paid Search (95.41%), followed by the Homepage with 12.27% mostly driven by direct search (62.62%).
- The next top pages remain the **Homepage** followed by the **Conejo Players Theatre page**.
- The **Trails** page replaced the Events page for the number four spot for August with 1.56% of total traffic.

# General Website Updates



## Completed Tasks

- Added digital Privacy Policy and web form to opt out of sharing personal information
- Updated "X" logo in navigation for Twitter
- Updated Trails and Outdoor pages
- Ongoing Event and Listing Additions

## Upcoming

- Homepage header updates based off heatmap findings
- Events updates



Effective Date: August 26, 2023  
Last Updated: August 26, 2023

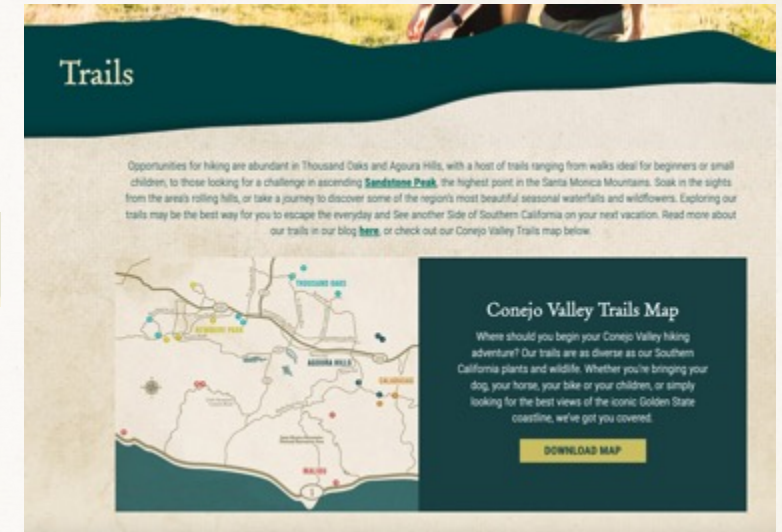
**INTRODUCTION**  
Visit Conejo Valley ("we," "us," or "our") is committed to protecting the privacy and security of your personal information. This Privacy Policy describes how we collect, why we collect, how we use, disclose, and share your personal information when you interact with our website or use our services, and your options in relation to what information is collected and used.

**INFORMATION WE COLLECT**  
Our website collects information that identifies, relates to, describes, infers, or reasonably captures or being associated with, or could reasonably be linked, directly or indirectly, with a particular individual, household, or device (collectively "personal information"). We collect and use your name, email address, phone number, location, device information, browser information, cookies, and other information that you provide to us when you use our website. We do not collect or use your credit card information, social media login information, or other sensitive information. Personal information does not include:

**Do Not Sell or Share My Personal Information**

To exercise your right to opt-out, you (or your authorized representative) may submit a request to us by filling out the information below. Refer back to our [Privacy Policy](#) for more details.

First Name  Last Name  Email Address



## Trails

Opportunities for hiking are abundant in Thousand Oaks and Agoura Hills, with a host of trails ranging from walks ideal for beginners or small children, to those looking for a challenge in ascending **Sandstone Peak**, the highest point in the Santa Monica Mountains. Soak in the sights from the area's rolling hills, or take a journey to discover some of the region's most beautiful seasonal waterfalls and wildflowers. Exploring our trails may be the best way for you to escape the everyday and see another side of Southern California on your next vacation. Read more about our trails in our [blog here](#), or check out our Conejo Valley Trails map below.



## Conejo Valley Trails Map

Where should you begin your Conejo Valley hiking adventure? Our trails are as diverse as our Southern California plants and wildlife. Whether you're bringing your dog, your horse, your bike or your children, or simply looking for the best views of the iconic Golden State coastline, we've got you covered.

[DOWNLOAD MAP](#)

## LOS ROBLES TRAIL IN CONEJO VALLEY



## TRAIL INFO

**Difficulty:** Moderate  
**Distance:** 2.5 Miles  
**Elevation Change:** 300-1,000 Feet



[GET DIRECTIONS](#)

The Los Robles Trail winds from Potrero Road, just east of Wendy Drive in Newbury Park, to Foothill Drive near Fairview Road (near Hampshire Road in Westlake Village). A popular access point is at South Moorpark Road and Greenmeadow Avenue in Thousand Oaks.

Along with its many connecting trails (Thruhills Canyon Trail, Rosewood Trail, White Horse Canyon Trail, Los Padres Trail and more), it offers plenty of space for hikers, bikers and equestrians to share the open space.



# Content

# Monthly eNewsletter



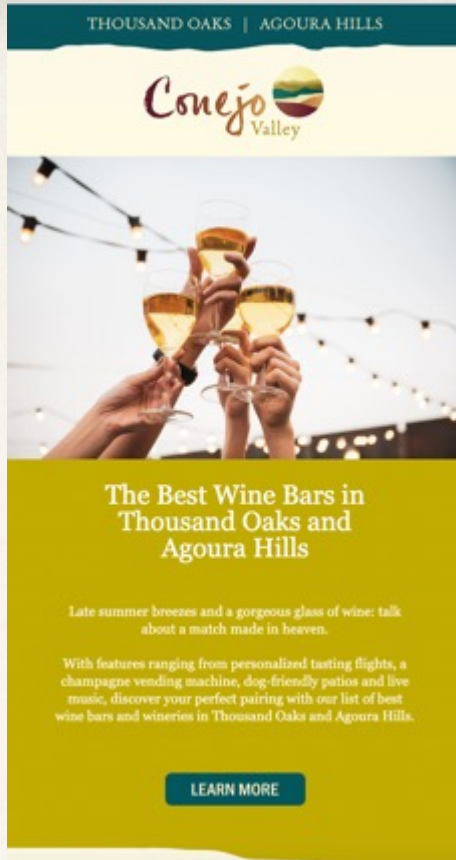
**Sent:** Thursday, August 24

## A/B Testing Performance:

- **Winning Subject Line:** The Wine Lover's Guide to Conejo Valley
  - Open Rate: 57.6% (*Industry Average: 18.4%*)
  - Click Rate: 1.3% (*Industry Average: 1.7%*)
- **Other Subject Line:** The Wine Lover's Guide to Thousand Oaks and Agoura Hills
  - Open Rate: 56.9%
  - Click Rate: 1.2%

## Overall Performance:

- Open Rate: 57.3%
- Click Rate: 1.3%





THE BEST WINE BARS IN THOUSAND OAKS AND AGOURA HILLS

Summer breezes and a gorgeous glass of wine: talk about a match made in heaven. This month, we're celebrating National Red Wine...

READ MORE

Insider Tips

THE BEST WINE BARS IN THOUSAND OAKS AND AGOURA HILLS

Published on August 11, 2023 by Christine Weber

Summer breezes and a gorgeous glass of wine: talk about a match made in heaven. This month, we're celebrating National Red Wine Day on August 11th – not that you need an excuse to enjoy a glass at any of these premier dining spots. Instead, just find the wine bars and wineries in Thousand Oaks and Agoura Hills.

BEST WINE BARS IN AGOURA HILLS

Agoura Wine & Beer Co.

Check out this lovely, open-air wine bar and enjoy an afternoon overlooking one of the many stunning vineyards in the Agoura Hills. It's a beautiful setting, and the wine is delicious. The Agoura Wine & Beer Co. is a family-owned business, and the staff is knowledgeable and friendly. The menu features a variety of wines, including red, white, and sparkling. The bar also has a selection of craft beers. The atmosphere is relaxed and welcoming, making it a great place to enjoy a glass of wine with friends or family.

wineries, any request for wine or spirits provided. Enjoy the view, the wine, and the company of your friends and family in the heart of the Agoura Hills.

BEST WINE BARS AND WINERIES IN THOUSAND OAKS

Cork & Oak

One of the most popular Thousand Oaks wine bars, Cork & Oak specializes in the art of pairing food and wine. The menu features a variety of wines, including red, white, and sparkling. The bar also has a selection of craft beers. The atmosphere is relaxed and welcoming, making it a great place to enjoy a glass of wine with friends or family.

THOUSAND OAKS

This beautiful Thousand Oaks winery is named, aptly, for the two regions the owners got all their grapes from, Texas and Malibu. The result is an exceptional single varietal and special blend wines that showcase the best of California's wine-making capabilities. The founders, Greg and Janet Barnett, hail from the music industry and have allowed their passion for music to come to life at their winery. You can catch live music here every weekend, and they occasionally host comedy nights if you're in the mood to laugh. Keep an eye on their [events page](#) to see which local acts are taking the stage during your tasting. THOUSAND offers tastings every day of the week, making it the ideal place to stop and taste some truly elegant California wines on any morning.

THOUSAND VINEYARD WINERY

THOUSAND VINEYARD invites visitors to become a part of its tradition through its highly interactive wine tastings. Family-owned and operated, the wine commissioners behind this winery boast a passion for wine that dates back to the early 1980s. Step into their rustic, welcoming tasting room to be taken on a journey across the centuries with wine reminiscent of 200 years. Their unique vineyard will appear to all kinds of wine lovers, from the casual sipper to the connoisseur. It's also a great place to catch some live music or to plan any kind of event, such as birthdays, anniversaries or casual "just because" get-togethers.

Wine Tasting Room

Posted: Thursday, August 10

Blog Performance:

- Title: The Best Wine Bars in Thousand Oaks and Agoura Hills
- Pageviews: 200
- Average Time on Page: 02:54

August CA Now Story:

- Completion Rate: 100% (Benchmark: 52%)
- Impressions: 474



# Search Engine Optimization

Keyword	Position	Volume
Conejo Valley	1	1.9K
Boney Mountain	1	390
Conejo Players	1	390
Conejo	4	22.2K
Circus Caballero	7	4.4K

- Keyword **“Conejo Valley”** remained at the number one position with more than 1.9K search volume. “Conejo” remained at the number 4 position for the second month in a row.
- New to our list this month is "Circus Caballero" with a 5.4K search volume per month. In previous years, this event has driven quality SEO traffic.
- Conejo.com increased its total keyword volume from 4,452 to 4,684, for a **5.21% increase**.

# SEO Updates




## Completed Tasks

- Removed closed listing
- Fixed URL with spaces malfunction
- Fixed 87 broken links
- Created template for optimizing listing pages (see right for Wood Ranch Agoura Hills)

## Upcoming Tasks

- Optimize homepage images and video
- Optimize blog posts
- Implement performance plugin
- Investigate organic traffic spikes 2022-23


**WOOD RANCH AGOURA HILLS**



**AMENITIES**

- Offers dine-in, pick-up, deliver and takeout
- Happy Hour on weekdays

[VISIT WEBSITE](#)



Wood Ranch BBQ & Grill in Agoura Hills is an American restaurant serving high-quality, savory signature dishes, like baby back pork ribs, steaks, prime rib, burgers, tri-tip roasts, fresh fish, chicken, and a nationally-recognized Kids' Menu. Wood Ranch offers a lively, family-friendly atmosphere with bar and happy hour.

**View Menu & Order Online:** [Website](#) | [Google](#) | [DoorDash](#) | [PostMates](#)

**Read Reviews:** [Google](#) | [Yelp](#) | [TripAdvisor](#)

Whizin Market Square  
5050 Cornell Rd  
Agoura Hills, CA 91301  
(818) 397-8990

[Get Directions](#)

[Reserve a Table](#)

Monday: 11:30am - 9pm  
Tuesday: 11:30am - 9pm  
Wednesday: 11:30am - 9pm  
Thursday: 11:30am - 9pm  
Friday: 11:30am - 9:30pm  
Saturday: 11:30am - 9:30pm  
Sunday: 11:30am - 9pm

Happy Hour: M-F 3pm - 6pm

**ABOUT WOOD RANCH AGOURA HILLS**

For over 30 years, Wood Ranch has earned the reputation as a top spot for mesquite BBQ. Originally founded by culinary industry veterans Oler Sherron and Eric Anders at a single location in Moorpark, they've since expanded to 16 award-winning restaurants across Southern California. Their Agoura Hills restaurant is located within the historic and eclectically rustic Whizin Market Square, right off the 101 Freeway at the gateway to the Santa Monica Mountains. Its large family-friendly menu features smoked, grilled, and slow-roasted meats, premium American baby back ribs, Certified Angus Beef® steaks and burgers, prime rib, USDA Choice tri-tip roasts, and fresh seafood that's prepared over oak. Some favorites include the Western Tri-Tip Sandwich served on a toasted baguette, BBQ salad, full rack of ribs, macaroni and cheese, and Ultimate - pulled pork, brisket, and kielbasa piled high with charred jalapeños, shredded onions, and Swiss cheese on a toasted broche bun. They also offer family-style "Take-Out Value Packages" serving full 4, 8, or 16 person meals.

A photograph of several pink roses in bloom, set against a lush green background. The image is covered with a semi-transparent dark green overlay, which makes the white text stand out. The roses are in various stages of bloom, with some showing more layers of petals than others. The lighting is soft, creating a gentle glow around the flowers.

# Social Media

# Social Media Summary





Data	July	August	MoM
Audience	24,690	24,583	-0.4%
Impressions	316,478	540,487	+70.7%
Engagements	6,556	35,594	+442%


- Focus remained on **promoting local events, restaurants and outdoor activities.**
- Posts on KTLA's *LA Unscripted* coverage contributed to a **442% increase in engagement.**
- Overall, there was a **70% increase in impressions.**
- **Engagement rate across all social media platforms surged by 21.8%,** reaching 6.6%. This increase is more than 7x higher than latest industry benchmark of 0.9%.

# Social Media Top Performing Posts





**Visit Conejo Valley**  
[Thu 8/31/2023 4:20 pm PDT](#)



Ready for a new kind of Southern California adventure? From its beautiful open spaces to its diverse dining scene,...




<b>Total Engagements</b>	<b>2,687</b>
Reactions	2,293
Comments	54
Shares	34
Post Link Clicks	1
Other Post Clicks	305

...





**visitconejovalley**  
[Thu 8/3/2023 5:04 pm PDT](#)

You'll want a "pizza" this. 🍕 Try a pie from Slice House by world-famous pizza titan Tony Gemignani, now open in Thousand...



<b>Total Engagements</b>	<b>206</b>
Likes	114
Comments	18
Shares	62
Saves	12

...



**Visit Conejo Valley**  
[Wed 8/23/2023 1:27 pm PDT](#)

Ready for a new kind of Southern California adventure? From its beautiful open spaces to its diverse dining scene,...

Sponsor: Visit Conejo Valley





<b>Total Engagements</b>	<b>201</b>
Reactions	177
Comments	4
Shares	0
Post Link Clicks	7
Other Post Clicks	13


Boosted

...





**Visit Conejo Valley**  
[Tue 8/15/2023 5:24 pm PDT](#)

We're thrilled to be featured on KTLA L.A. Unscripted, shining a spotlight on the unique blend of flavors at Tavern Tomok...



<b>Total Engagements</b>	<b>124</b>
Reactions	17
Comments	1
Shares	1
Post Link Clicks	—
Other Post Clicks	105

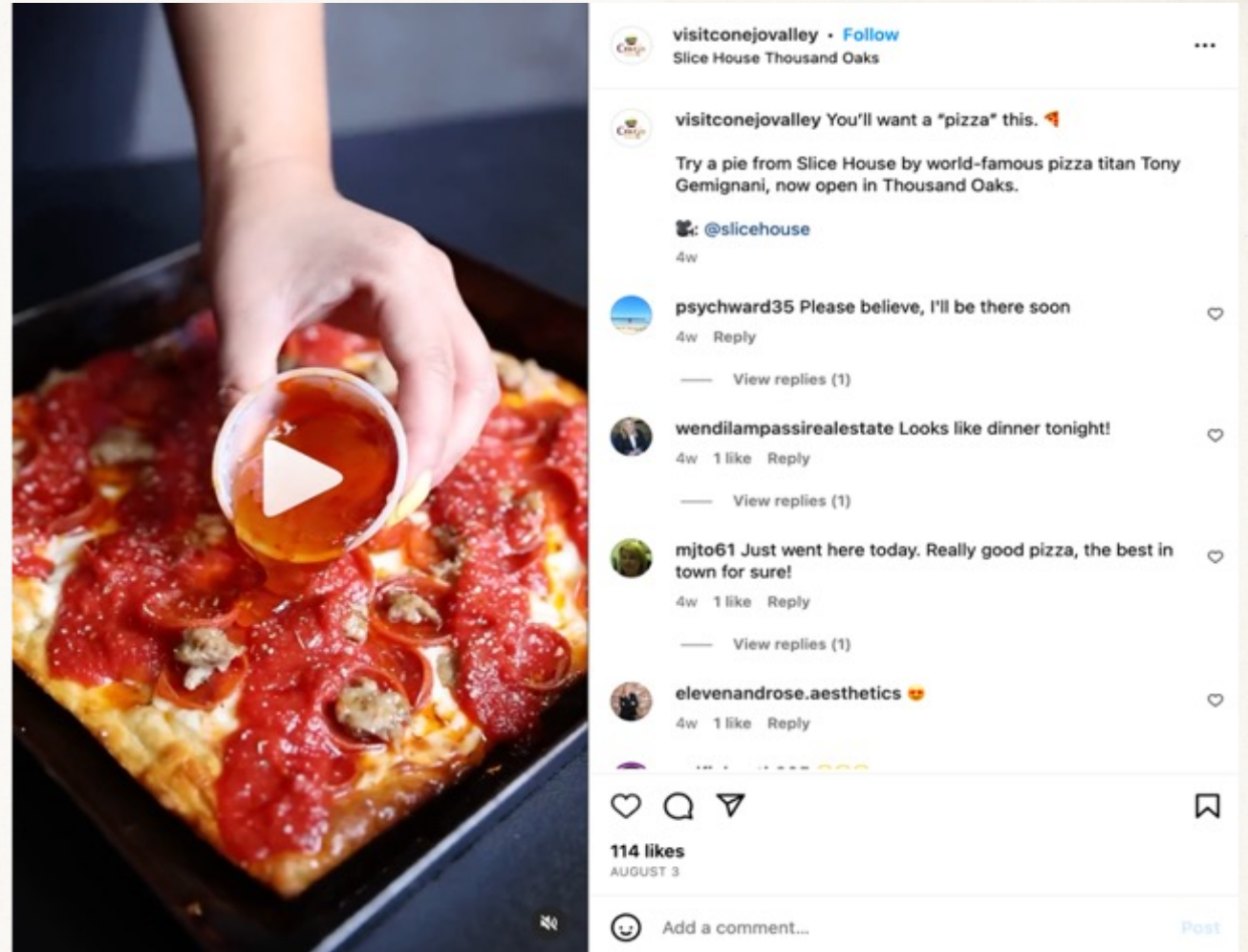
...



# Social Media Engagement



- Augustine will continue to promote and share from local establishments, with a particular focus on sharing **restaurant content** due to its high performance.
- Augustine has also increased **Story posts** to promote and boost engagement.



# Initiatives

# Current Initiatives

- Behind the Scenes Campaign
- September Blog (Top Restaurants)
- September CA Now Story
- September eNewsletter
- Events filter updates
- Homepage optimization
- Ongoing
  - Social Content Creation
  - SEO/Website Maintenance
  - Paid Media Campaign





Thank You!



## August Board Report

September 19, 2023

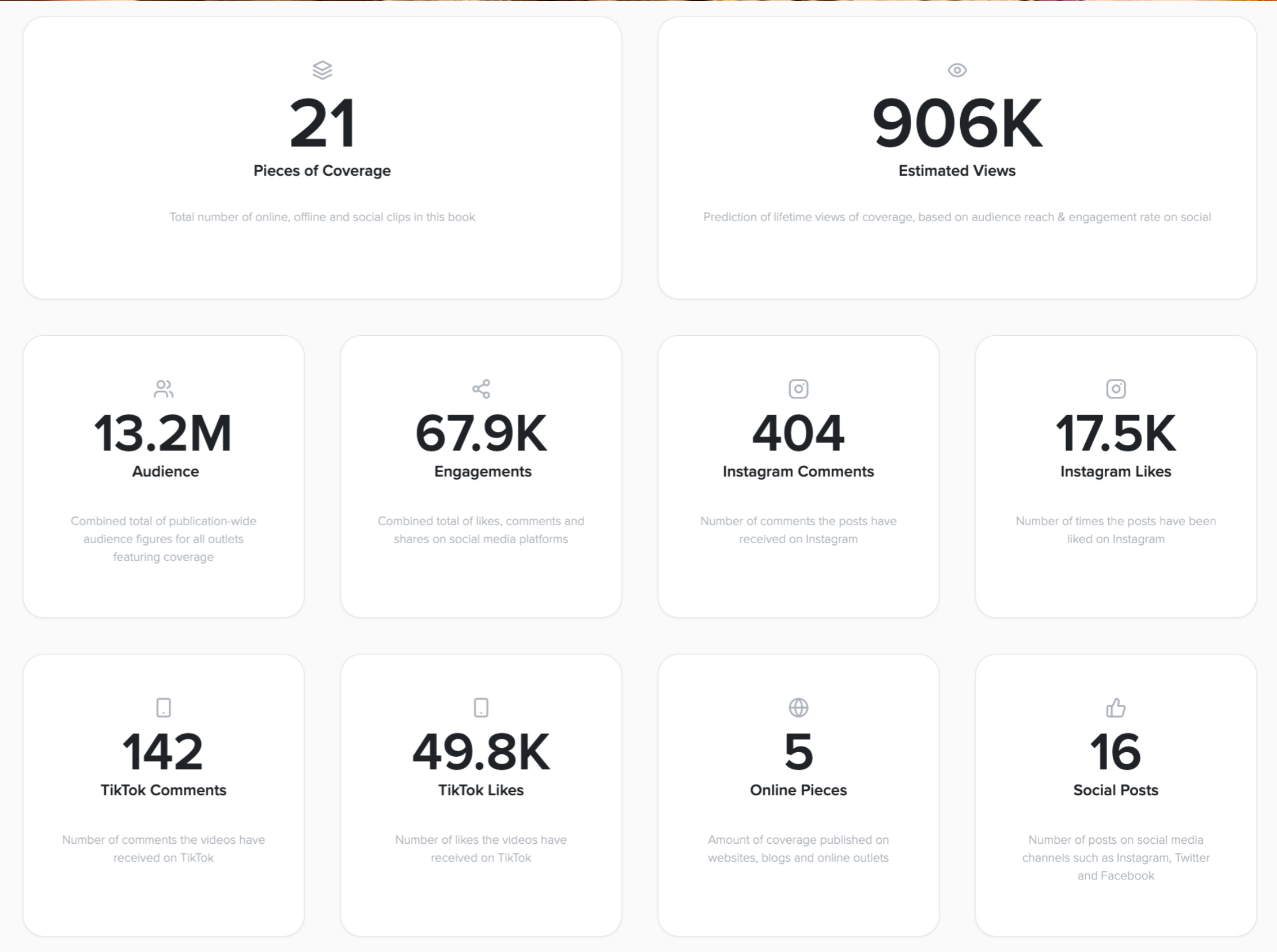


# Media Relations & FAM Trip Goals

- Showcase Conejo Valley's unique attractions and experiences, attracting travelers and visitors seeking something new, distinctive, fun and/or relaxing.
- Establish good relationships with media journalists and influencers that result in quality coverage and reviews, influencing potential visitors.
- Promoting local events, festivals, activities, attractions, and hotel stays to boost tourism during specific periods and throughout the year.

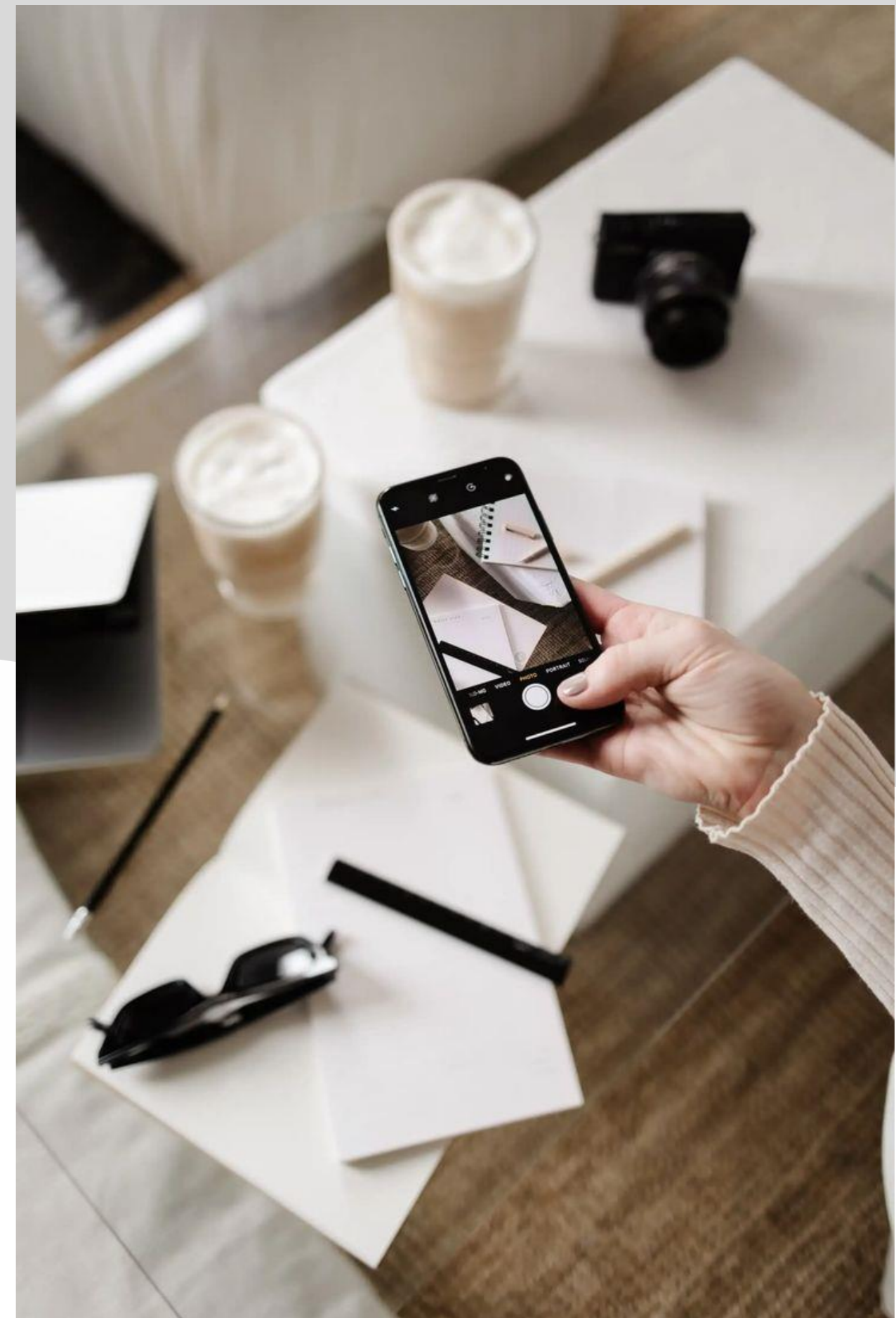
# Media Coverage to Date

- 21 pieces of coverage
  - 5 online pieces
  - 16 influencer posts



# 2023 Influencer FAM Trips

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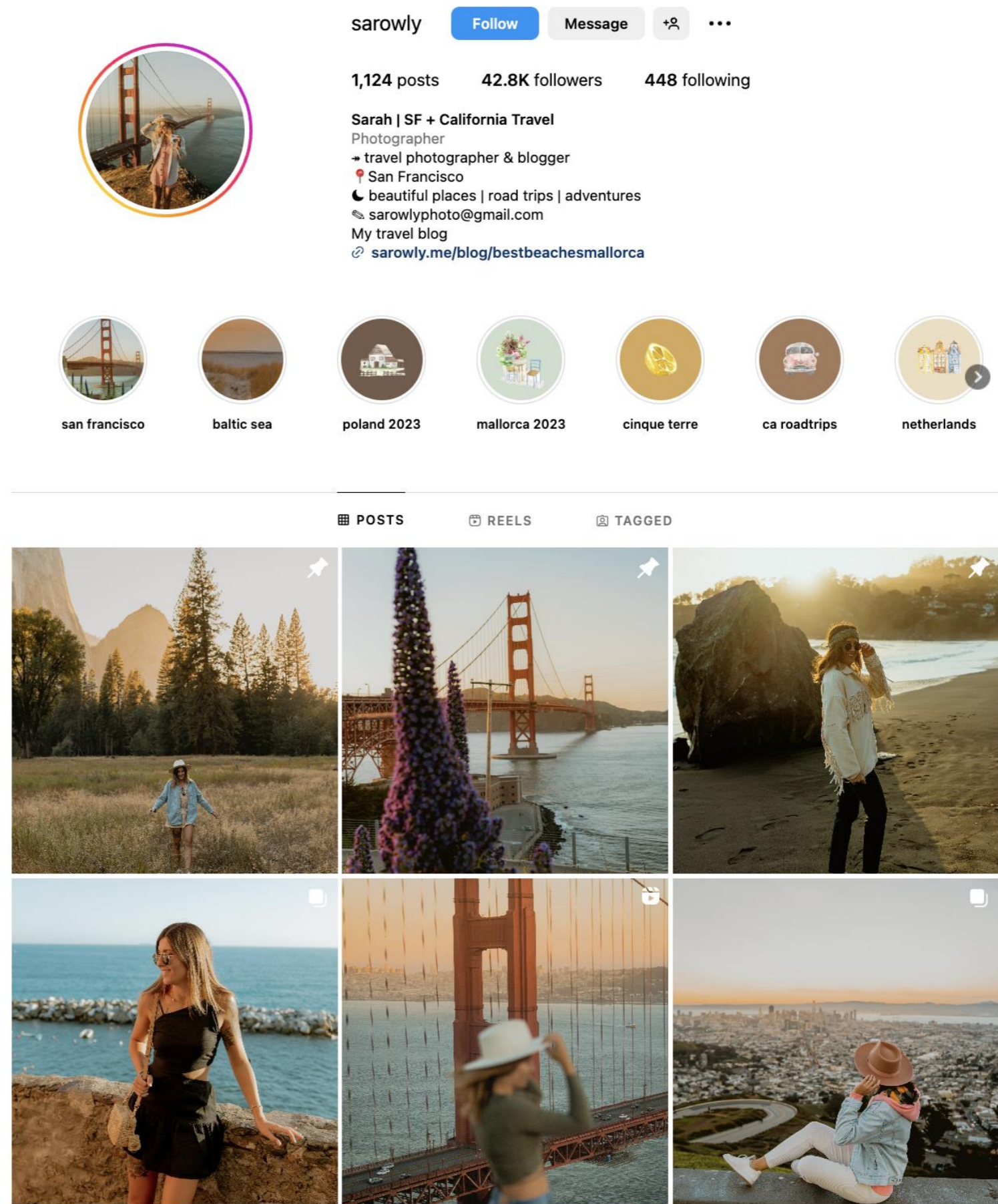
# Sarah

Dates: December 2023

Content:

- 3 IG Reels
- 1 IG Carousel Post
- 15 high-res videos/photos
- 1 Blog Post

Activities: hiking, wineries, wellness, restaurants



# Melissa Gasia

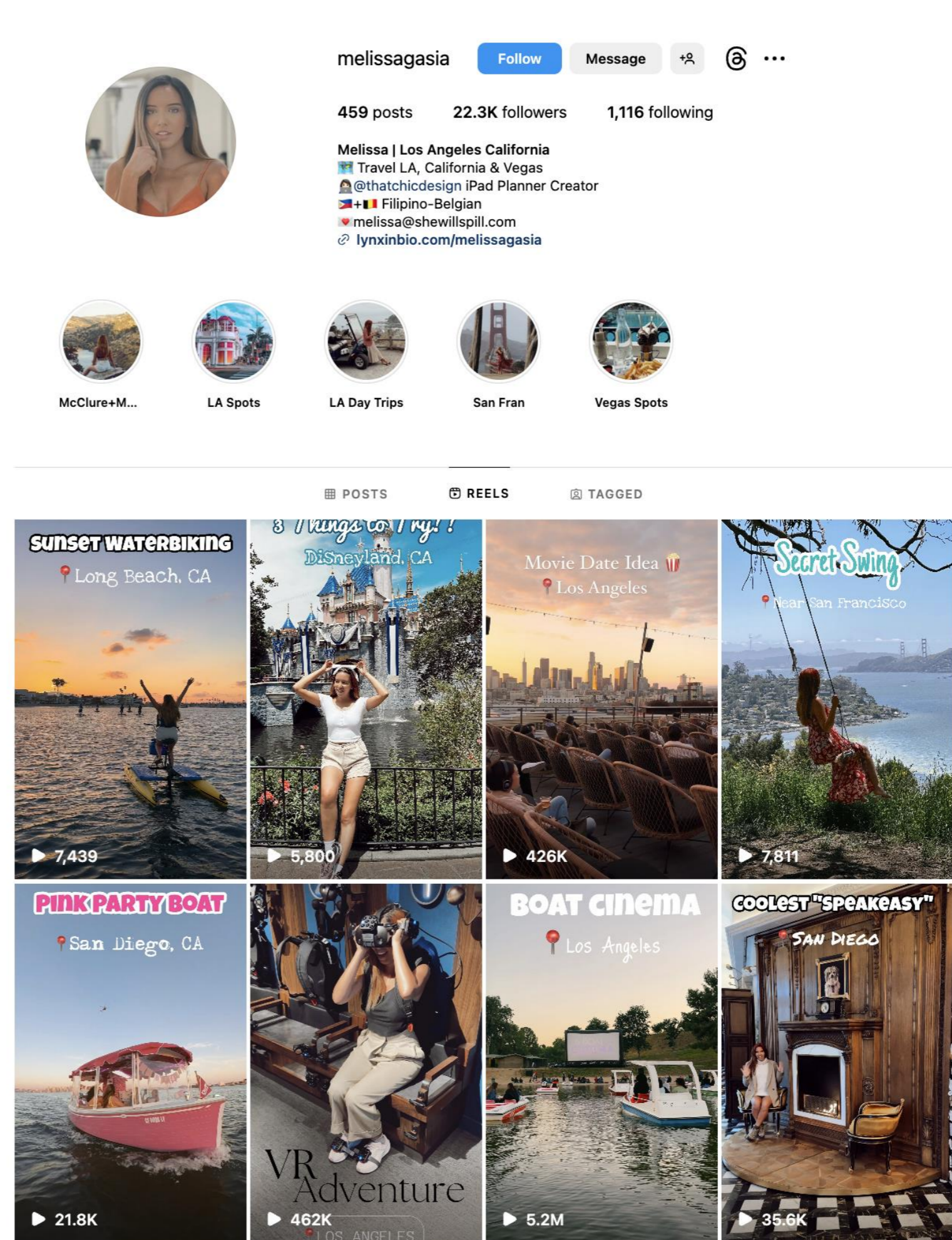
Date: October 1st (Taste of Conejo)

<https://www.instagram.com/melissagasia/>

22.3K Instagram Followers  
218.37% Engagement Rate

Content:

- 1 IG Reel
- 1 YouTube Video
- 1 Blog post



# Cindy

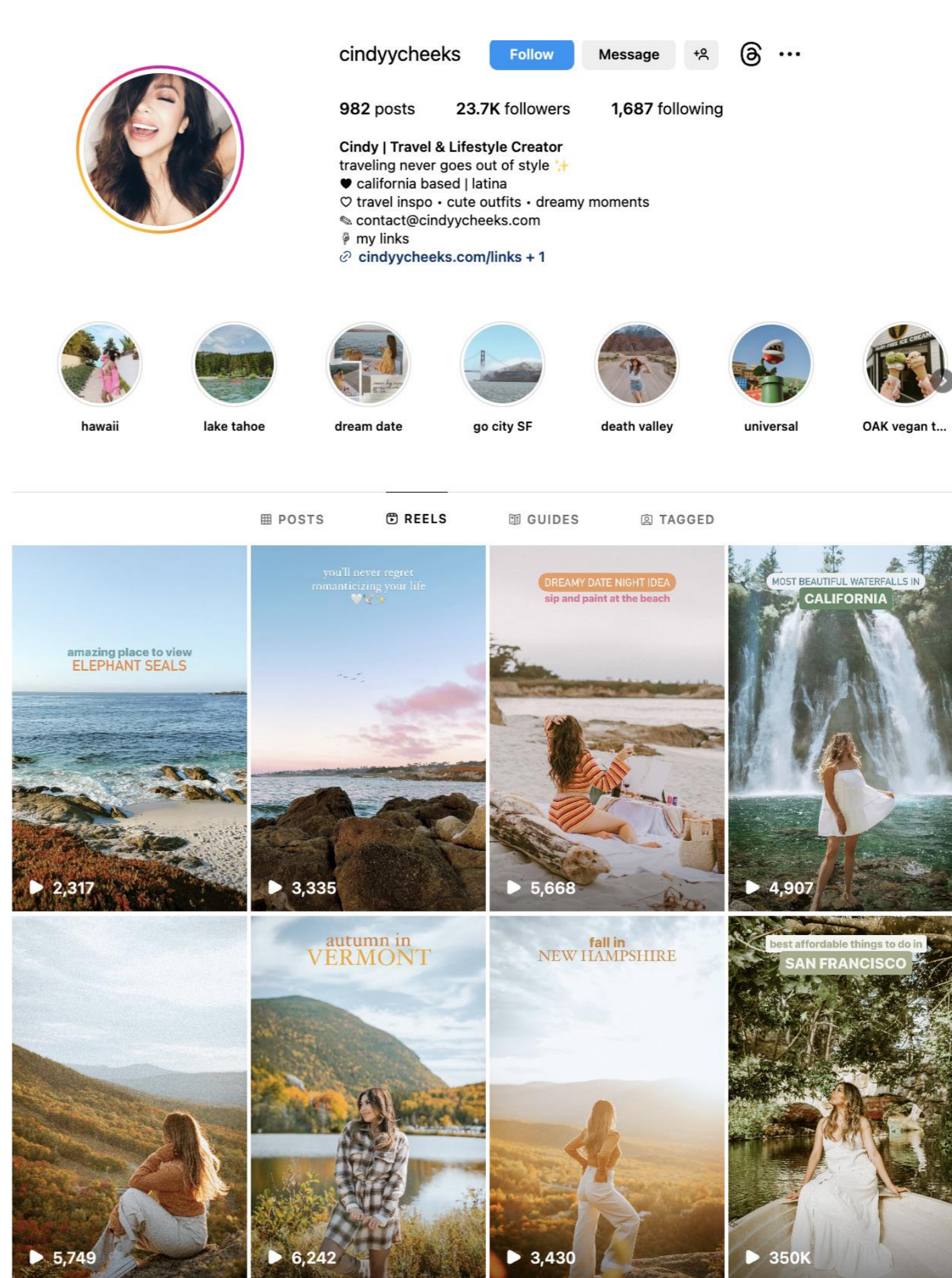
Date: November 4th

<https://www.instagram.com/cindycheeks/>

23.7K Instagram Followers  
12.05% Engagement Rate

Content:

- 1 IG Reel



# Media Relations

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# Press Release

Taste of Conejo – Released  
September 11, 2023

<https://www.prweb.com/releases/visit-conejo-valley-offers-hotel-recommendations-for-the-12th-annual-taste-of-conejo-301923737.html>



## Visit Conejo Valley Offers Hotel Recommendations for the 12th Annual Taste of Conejo

NEWS PROVIDED BY  
**Visit Conejo Valley**  
11 Sep, 2023, 17:45 ET

SHARE THIS ARTICLE



Tickets are now available for Conejo Valley's Top Food and Wine Event

THOUSAND OAKS, Calif., Sept. 11, 2023 /PRNewswire-PRWeb/ -- **Visit Conejo Valley** is preparing for one of the most anticipated event of the year, the 12th Annual Taste of Conejo by recommending lodging options for all attendees. The event is set to take place on Sunday, October 1, 2023, from 1 to 4 p.m. at the Hyatt Regency Westlake in Thousand Oaks.

The afternoon will be filled with over 50 of Conejo Valley's local food and beverage establishments for all food and wine enthusiasts to enjoy. In addition to food, wine, beer, and spirit tastings there will be live entertainment, a photo booth, custom wine glass engraving, and interactive displays throughout!

Whether you want to taste Sunrose California Eastery's twists on California flavors, an innovative garden-to-glass cocktail from Oak & Iron, handmade creations from Newberry Candy, Italian wines from Sunland Vintage Winery or seasonal craft beer from Pedals & Pints Brewing Company there is something for everyone at Taste of Conejo.

**This allows attendees the opportunity to explore other attractions in region before or after Taste of Conejo including the Nation's largest urban National Park, Santa Monica Mountains, and the Ronald Reagan Presidential Library and Museum.**

# Media Relations

## Primary Markets

- Los Angeles
- San Diego
- Orange County
- Inland Empire

## Secondary Markets

- San Francisco
- Monterey
- San Bernardino

## Out of State

- Portland
- Seattle

## Current Pitch Concepts:

- Best Fall Hikes in Conejo Valley
- California Wine Month – September
- Must Do Fall Activities in Conejo Valley (hikes, horseback riding, Night of the Jack, Reign of Terror, Fall Harvest Festival)
- Taste of Conejo



# Upcoming Initiatives

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- Create itineraries for upcoming influencer trips in October, November and December
- KTLA Giveaway winner has been selected, coordinate trip details with winner
- Pitch holiday and end of year attractions to local media
  - Night of the Jack
  - Reign of Terror
  - Fall Harvest Festival at Underwood Family Farms

Conejo Valley Tourism Improvement District, Inc.  
Financial Statement Review Notes  
For FYE June 30, 2023

		Balance Sheet
Total Assets	\$ 1,680,194	\$42,620.00 was transferred into our Reserve Account in Q2. \$250,000.00 CD was opened at Montecito Bank & Trust in June.

Q2 2023 Profit & Loss Statement (April-June)

Category	Actual	Budget	Variance	Notes
Income				Unfavorable budget variance
Assessment Income	\$ 412,314	\$ 415,000	\$ (2,686)	
Expenses	\$ 427,917	\$ 372,525	\$ 55,392	Unfavorable budget variance
				1. Direct Marketing expenses were higher this quarter due to the June Sweeps. 2. Media Buy expenses were higher this quarter due to paid media for the X Games eblast, Visit CA eblast & paid lists. 3. Public Relations Expenses were higher this quarter due to Influencer Peter Weber.
Other Income/Expense	\$ 557	\$ -	\$ 557	Favorable budget variance
				1. Interest income

2023 Year-to-Date Profit & Loss Statement (January - June)

Category	Actual	Budget	Variance	Notes
Total Net Income	\$ (117,521)	\$ (42,325)	\$ (75,196)	Unfavorable budget variance

Conejo Valley Tourism Improvement District, Inc.

**Balance Sheet**

As of June 30, 2023

					Jun 30, 23
<b>ASSETS</b>					
	<b>Current Assets</b>				
		<b>Checking/Savings</b>			
			Cash MBT 1780 CD Acct	250,000.00	
			Cash MBT 2961 Operating Acct	728,039.40	
			Cash MBT 2968 MM Acct	408,560.29	
			<b>Total Checking/Savings</b>	<b>1,386,599.69</b>	
		<b>Accounts Receivable</b>			
			Assessment Receivable	275,164.80	
			<b>Total Accounts Receivable</b>	<b>275,164.80</b>	
		<b>Other Current Assets</b>			
			Prepaid Exp- GCVCC	1,591.38	
			Prepaid Exp - Public Relations	10,876.80	
			<b>Total Other Current Assets</b>	<b>12,468.18</b>	
			<b>Total Current Assets</b>	<b>1,674,232.67</b>	
		<b>Fixed Assets</b>			
			Accumulated Depreciation	-169,586.00	
			Equipment	1,310.94	
			Furniture	17,926.00	
			Trade Show Booth	22,058.33	
			Website	134,252.25	
			<b>Total Fixed Assets</b>	<b>5,961.52</b>	
			<b>TOTAL ASSETS</b>	<b>1,680,194.19</b>	
<b>LIABILITIES &amp; EQUITY</b>					
	<b>Liabilities</b>				
		<b>Current Liabilities</b>			
			Accounts Payable		
			Accounts Payable	86,789.79	
			<b>Total Accounts Payable</b>	<b>86,789.79</b>	
			<b>Other Current Liabilities</b>		
			Pledge Payable - Short term	25,000.00	
			Unearned Revenue	-60,000.00	
			<b>Total Other Current Liabilities</b>	<b>-35,000.00</b>	
			<b>Total Current Liabilities</b>	<b>51,789.79</b>	
		<b>Long Term Liabilities</b>			
			Pledge Payable - Long Term	100,000.00	
			<b>Total Long Term Liabilities</b>	<b>100,000.00</b>	
			<b>Total Liabilities</b>	<b>151,789.79</b>	
		<b>Equity</b>			
			Opening Balance Equity	-153,614.00	
			Retained Earnings	1,799,539.61	
			Net Income	-117,521.21	
			<b>Total Equity</b>	<b>1,528,404.40</b>	
			<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,680,194.19</b>	

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## Request for Proposal Consideration - Marketing Services

### **Background**

In 2013, the Conejo Valley Tourism Improvement District (CVTID) was formed and the Board went through a Request for Proposal (RFP) process for the selection of a marketing agency partner. As a result of this process, Augustine was chosen as the marketing agency of record in 2014, and has been a longstanding partner since that time.

In 2021, Public Relation services for the district were transitioned from Augustine to Marketing Maven in order to provide consistent PR efforts during a time of limited budgetary resources due to the COVID-19 pandemic.

### **Potential Request for Proposal**

Conducting a RPF every 3-5 years for the District's largest contract is a good practice to ensure the Visit Conejo Valley brand continues to stay aligned with its evolving needs, continues to utilize creativity and innovation to achieve a results driven strategy and pricing for services is aligned with the overall industry.

### **Scope of Services in the RFP would include:**

- Account Strategy & Management
- Social Media Strategy & Management
- Email Marketing Management
- Blog Development
- Creative Production
- Website Strategy & Maintenance
- Website Hosting
- Search Engine Optimization
- Paid Media
- Annual Report

## Request for Proposal Timeline

Publish Request for Proposal	September 25
Requests for Proposal due	October 23
Special Meeting: Leadership Team	October 25 - tentative
<i>*Select top 3-4 agencies for CVTID Board Presentation</i>	
Special Meeting: CVTID Board	November 1 - tentative
<i>*Top 3-4 agency presentations &amp; agency selection</i>	