



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

September 19th, 2023 at 12:00pm  
Courtyard by Marriott Agoura Hills

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, Hyatt Regency Westlake, Best Western Plus Thousand Oaks Inn, Homewood Suites, Hampton Inn Thousand Oaks, Courtyard by Marriott Agoura Hills, Towneplace Suites by Marriott Agoura Hills, Courtyard by Marriott Thousand Oaks, and Towneplace Suites by Marriott Thousand Oaks.
  - Other Members Present: Greater Conejo Valley Chamber of Commerce.
  - Guests Present: City of Thousand Oaks, Marketing Maven, and Augustine Agency
  - A quorum was established.
- **Action Item: Approval of the Agenda for the September 19, 2023 Meeting**
  - Motion to approve the Agenda for the September 19, 2023 meeting by Tony Conte (Courtyard by Marriott Thousand Oaks) and seconded by Ashlie Lohse (Homewood Suites). The motion was passed unanimously with a voice vote.
- **Action Item: Approval of the Minutes from the May 11, 2023 Meeting**
  - Motion to approve the minutes from the May 11, 2023 meeting by Tony Conte (Towneplace Suites by Marriott Thousand Oaks) 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. The motion was passed with a voice vote including one abstention.
- **Public Comments**
  - Dusty Russell (City of Thousand Oaks) made a public comment.

- **Discussion Item: President/CEO Report – Danielle Borja**
  - CVTID President/CEO Danielle Borja presented the President/CEO Report.
- **Discussion Item: Augustine Agency Report**
  - Christina Wicker from Augustine Agency presented the Augustine Agency Report.
- **Discussion Item: Marketing Maven Report**
  - Shayne Wells from Marketing Maven presented the Marketing Maven Report.
- **Action Item: Q2 Financial Report**
  - Ofelia Flores presented the Q2 Financial Report. There were no questions.
  - Tony Conte (Towneplace Suites by Marriott Thousand Oaks) motioned to approve the Q2 Financial Report and seconded by Ashlie Lohse (Homewood Suites).
  - Roll Call Vote:
    - i. Aye: Sheraton Agoura Hills, Hyatt Regency Westlake, Best Western Plus Thousand Oaks Inn, Homewood Suites, Hampton Inn Thousand Oaks, Courtyard by Marriott Thousand Oaks, and Towneplace Suites by Marriott Thousand Oaks
    - ii. Nay: 0
    - iii. Abstain: Courtyard by Marriott Agoura Hills and Towneplace Suites by Marriott Agoura Hills
  - Motion Passed 7-0-2
- **Action Item: Consideration of Request for Proposals on CVTID Marketing Services**
  - Danielle Borja and Josh Gray presented the report on Consideration of Request for Proposals on CVTID Marketing Services.
  - Kim Cartanio (Sheraton Agoura Hills) motioned to approve the recommendation of Request for Proposals on CVTID Marketing Services with staff discretion for modifying the RFP as needed and seconded by Ashlie Lohse (Homewood Suites).
  - Roll Call Vote:

i. Aye: Sheraton Agoura Hills, Hyatt Regency Westlake, Homewood Suites, Hampton Inn Thousand Oaks, Courtyard by Marriott Thousand Oaks, and Towneplace Suites by Marriott Thousand Oaks

ii. Nay: 0

iii. Abstain: Courtyard by Marriott Agoura Hills and Towneplace Suites by Marriott Agoura Hills, and Best Western Plus Thousand Oaks Inn

o Motion Passed 6-0-3

• **Announcements – CVTID Membership**

o There were no announcements.

• **Adjourn**

o Chair Kim Cartaino adjourned the meeting at 1:42pm.