



Meeting Book - CVTID Full Board Meeting 10.17.23

CVTID Board of Directors Meeting Agenda - Palm Garden Hotel

1. Call To Order
Kim Cartaino

2. Roll Call

3. Approval of the Agenda

Action Item: Meeting Agenda for October 17, 2023

4. Approval of the Minutes

Action Item: CVTID Meeting Minutes from September 19, 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

Marketing Maven Report
Shayne Wells

7. Board Member Announcements

8. 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



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

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**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
- Motion Passed 6-0-3
- **Announcements – CVTID Membership**
 - There were no announcements.
- **Adjourn**
 - Chair Kim Cartaino adjourned the meeting at 1:42pm.



Visit Conejo Valley Reporting

September 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



September 2023

Metric	Sep 2023 Occupancy	Sep 2022 Occupancy	Sep 2023 ADR	Sep 2022 ADR	Sep 2023 RevPAR	Sep 2022 RevPAR
Conejo Valley	75.9%	75.7%	\$170.52	\$168.06	\$130.75	\$127.23
Ventura County West	70.3%	74.6%	\$155.55	\$158.49	\$117.27	\$118.30
Santa Clarita/Simi Valley	75.7%	81.7%	\$155.55	\$139.03	\$111.87	\$113.55

- Conejo Valley outperformed Ventura County and Santa Clarita/Simi Valley regions in Occupancy, ADR and RevPAR.
- Conejo Valley saw slight increases YoY in Occupancy, ADR and RevPAR, where Ventura County and Santa Clarita saw decreases.

Dates	Days	RevPAR
Sep 1 - 2	2	\$162.17
Sep 3 - 9	7	\$112.69
Sep 10 - 16	7	\$122.83
Sep 17 - 23	7	\$135.61
Sep 24 - 30	7	\$142.89

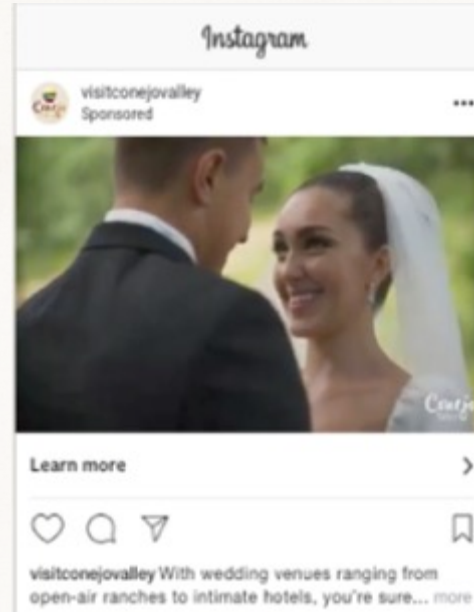
A man and a woman are walking towards the camera on a dirt path in a grassy field. In the background, there are rolling hills and mountains under a clear sky. The image has a warm, golden-hour color palette. The text "Paid Media Campaign" is overlaid in the center in a large, white, sans-serif font.

Paid Media Campaign

Paid Social



Family



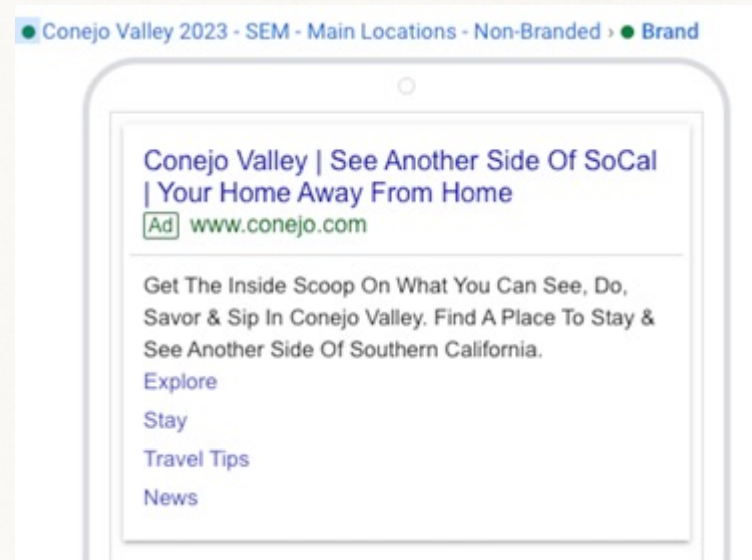
Wedding

- Paid Social brought in **172,285 impressions** and **6,832 clicks** with a **3.96% CTR**. These ads outperformed the industry CTR benchmark of 0.90%.
- The top performing ad by CTR was the **“Family”** video, which had **81,640 impressions** and **4,990 clicks** with an outstanding **6.11% CTR**.
- The second-best performing ad based off CTR was the **“Wedding”** video, with **21,935 impressions**, **1,132 clicks** with a high **5.16% CTR**.

Top Searches



Top Search Ad



- SEM brought in **24,241 impressions** and **1,950 clicks** with an **8.04% CTR**, surpassing the **4.68% CTR** benchmark. Top performing searches revolved around places to visit in California and things to do in Southern California.
- 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 **1,996 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	23,132	148,537	112	0.075%	89.00%	46.55%	36.08%	29.65%

- YouTube had **148K impressions**, **23K views** with **112 clicks** and a **29.65% VCR**, on par with the **29.60% benchmark**.
- The **"Family General 30sec"** video had the highest percentage of viewers who watched all the way to the end at **38.82%**, followed by the **"Outdoor Family"** video at **33.14%**.

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 teal filter.

Website Metrics

Website Traffic



	Sessions	Users	Pages Per Session	Average Time on Page	Book Now Events
2023	18,049 (+46.55% MoM)	16,262 (+53.34% MoM)	1.86 (+37.38% MoM)	0:44 (+22.22% MoM)	102 (+14.61% MoM)
2022	59,082	54,308	1.73	0:22	438

- More than 16K users visited the website. There was a **46% increase MoM in Sessions**, mostly driven by an increase in Paid Social. Additionally in September, there was an increase in referral traffic due to a localhood.com article (California Now Story) linking to our Homepage.
- **Pages per session increased by 37.38%** and average **time on page increased by 22.22%**.
- The top three locations that drove traffic were **Los Angeles (34.72%)**, **Thousand Oaks (5.70%)** and **San Diego (3.92%)** similar markets to what's been previously reported.

Traffic Channels



Channel	Sessions	New Users	Avg. Time on Page
Paid Social	6,832	6,832	0:06
Organic Social	4,298	3,130	0:01
Organic Search	2,480	1,987	0:37
Direct	2,315	2,140	0:10
Paid Search	1,996	1,906	0:19
Referral	128	84	0:26

- 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.

Website Top Pages



Page	Pageviews	Average Time on Page
Stay	2,653	1:26
Homepage	1,869	1:04
Conejo Players Theatre	424	2:41
Events	295	1:18
Explore	186	0:34

- The **Stay page** continues to be the **top viewed page**, with **18.34% of total traffic** mostly driven by Paid Search (77.04%), followed by the Homepage with 12.92% mostly driven by direct search (65.12%).
- The next top pages remain the **Conejo Players Theatre page** followed by the **Events page**.
- The **Events page** replaced the Trails page for the number four spot for September with 2.04% of total traffic.

General Website Updates

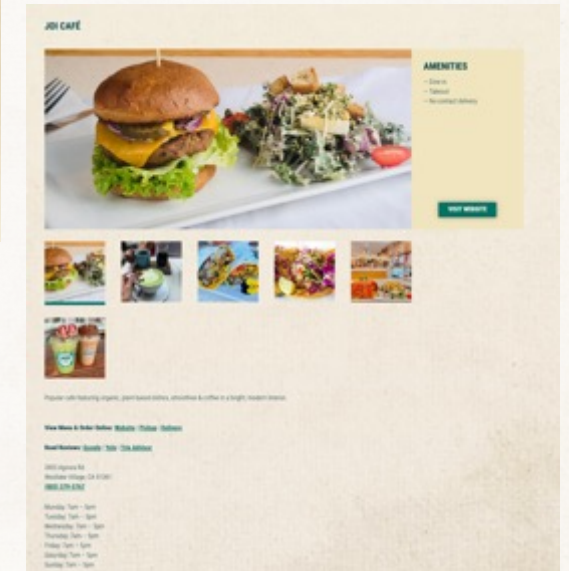
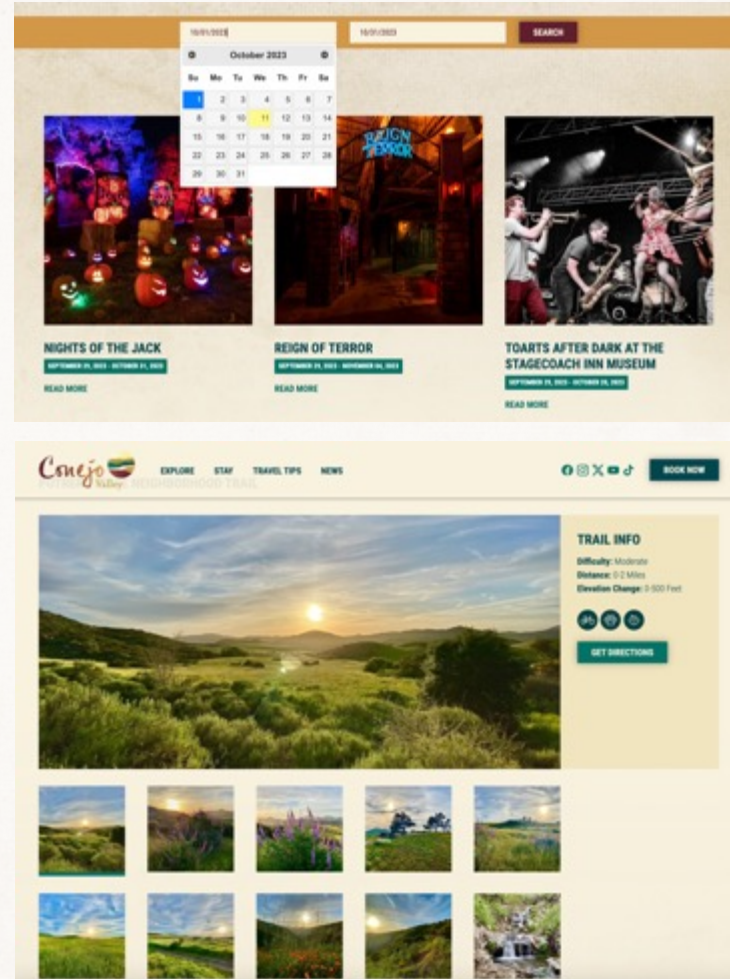


Completed Tasks

- Events date picker
- Implementing new strategy of refreshing older annual events
- Continued to add new dining listings
- Updated trails photos

Upcoming

- Homepage hero image and call to action text
- Filming page updates



Content

Monthly eNewsletter



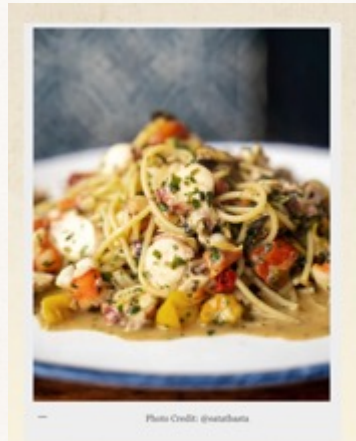
Sent: Thursday, September 21

A/B Testing Performance:

- **Winning Subject Line:** The Conejo Valley Restaurant Roundup 🍴
 - Open Rate: 56.2% (*Industry Average: 18.4%*)
 - Click Rate: 1.8% (*Industry Average: 1.7%*)
- **Other Subject Line:** The Thousand Oaks and Agoura Hills Restaurant Roundup 🍴
 - Open Rate: 55.8%
 - Click Rate: 1.2%

Overall Performance:

- Open Rate: 56%
- Click Rate: 1.5%



Posted: Friday, September 8

Blog Performance:

- **Title:** Top Restaurants in Thousand Oaks and Agoura Hills
- **Pageviews:** 252
- **Average Time on Page:** 02:32

August CA Now Story:

- **Completion Rate:** 20%
- **Impressions:** 78



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	4	2.9K

- 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.
- “Circus Caballero” increased in rank for the month of September, up to the number 4 position from the 7th position.
- Conejo.com increased its total keyword volume from **4.7K to 5.5K**, for a **16.61% increase** in September.

Completed Tasks

- Fixed "Previous" link on event pages
- Fixed 59 broken links

Upcoming Tasks

- Optimize blog posts
- Optimize listing pages
- Updating non-semantic URLs
- Location parent pages for Thousand Oaks and Agoura Hills



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	August	September	MoM
Audience	24,583	24,614	+10%
Impressions	540,487	1,940,027	+258%
Engagements	35,594	83,437	+134%

- Social media content continued to focus on local establishments in the region, including restaurants and lodging, as well as activities and upcoming Halloween events.
- Impressions continuously soared by 258% month-over-month to 1.9M and reached an average engagement rate of 4.3%; about 4x the industry benchmark of 0.9%.
- Content highlights included a post featuring legendary actor Kurt Russell celebrating Conejo Players Theater's remarkable 65th year anniversary. The video garnered 1.6M views on Facebook and nearly 6K views on Instagram.
- The significant increase across all KPIs can also be attributed to the boosted content in September highlighting dining and fun activities in Conejo Valley.

Social Media Top Performing Posts





 Visit Conejo Valley
Mon 9/25/2023 5:00 pm PDT

Hollywood legend Kurt Russell joins the celebration as Conejo Players Theatre hits a sensational 65-year milestone! 🌟 Here...




Video Views	1,668,868
Impressions	3,923,767
Reach	3,840,363
Engagements	121,935
Engagement Rate (per Impression)	3.1%








 visitconejovalley
Mon 9/25/2023 5:01 pm PDT

Hollywood legend Kurt Russell joins the celebration as Conejo Players Theatre hits a sensational 65-year milestone! 🌟 Here...




Impressions	5,982
Reach	5,411
Engagements	857
Engagement Rate (per Impression)	14.3%








 visitconejovalley
Fri 9/15/2023 6:01 pm PDT

We get it! No shame falling in love with Finney's Crafthouse burgers. ❤️🍷
@finneyscrafthouse




Impressions	2,716
Reach	2,598
Engagements	90
Engagement Rate (per Impression)	3.3%





 visitconejovalley
Fri 9/8/2023 10:17 am PDT

Angry Chickz has officially brought the heat to Thousand Oaks! Did you miss last Friday's grand opening? If you haven't...



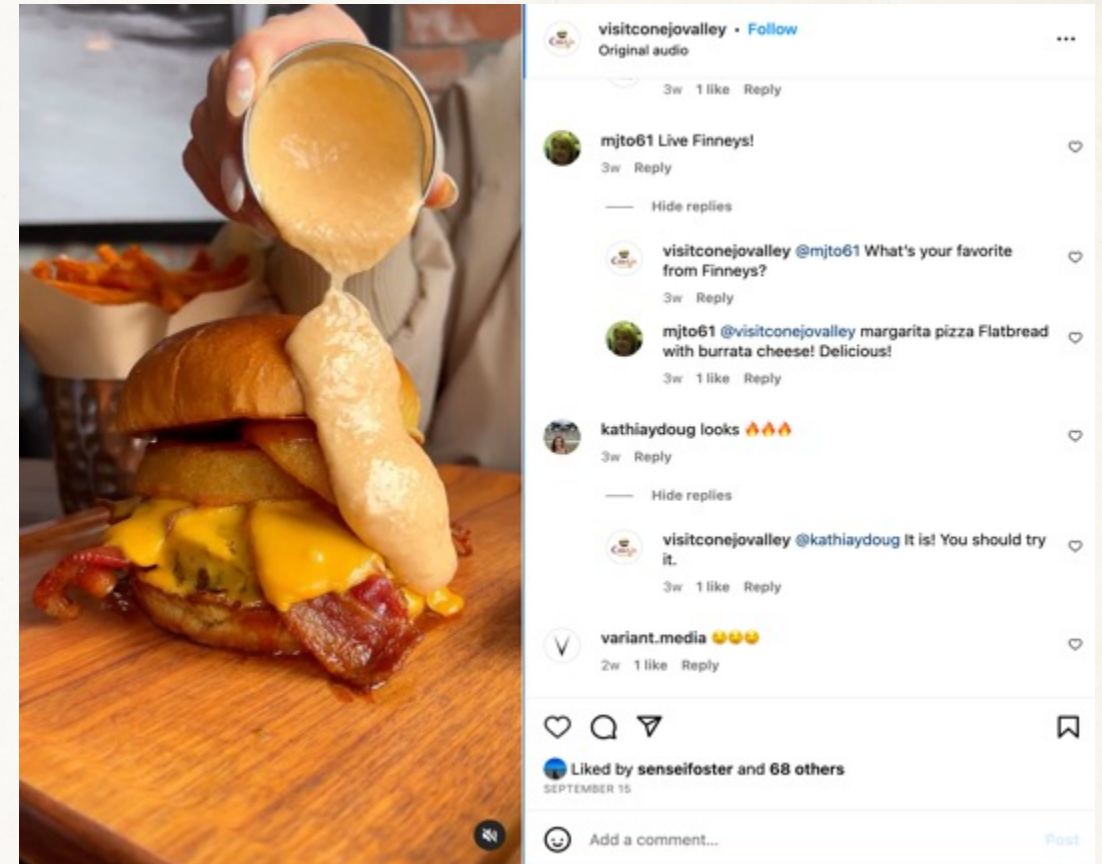
Impressions	2,688
Reach	2,577
Engagements	107
Engagement Rate (per Impression)	4%



Social Media Engagement



- Community management efforts successfully engaged audiences, promoted local businesses and kept Conejo Valley's online community well informed and involved.
- There was a noticeable increase in engaging comments as a result of the post featuring Kurt Russell and the inclusion of more food content and activities.
- Moving forward, Augustine will partner with content creators to generate engaging assets that will expand our reach and boost engagement. Augustine also intends to showcase a broader range of fall activities, dining and events.



Initiatives

Current Initiatives Recap



- Behind the Scenes filming at Slice House, Oak & Iron and New West Symphony at Bank of America Performing Arts Center
- October Blog (Seasonal event round-up)
- October CA Now story
- October eNewsletter
- Website updates including homepage updates, filming page updates, listing and event additions
- SEO strategy implementation in building specific location parent pages, addressing non-semantic URLs, refreshing annual event listings, etc.
- Ongoing content creation, including Instagram Reel at Carrara's and new trails photos





Thank You!



September Board Report

October 17, 2023



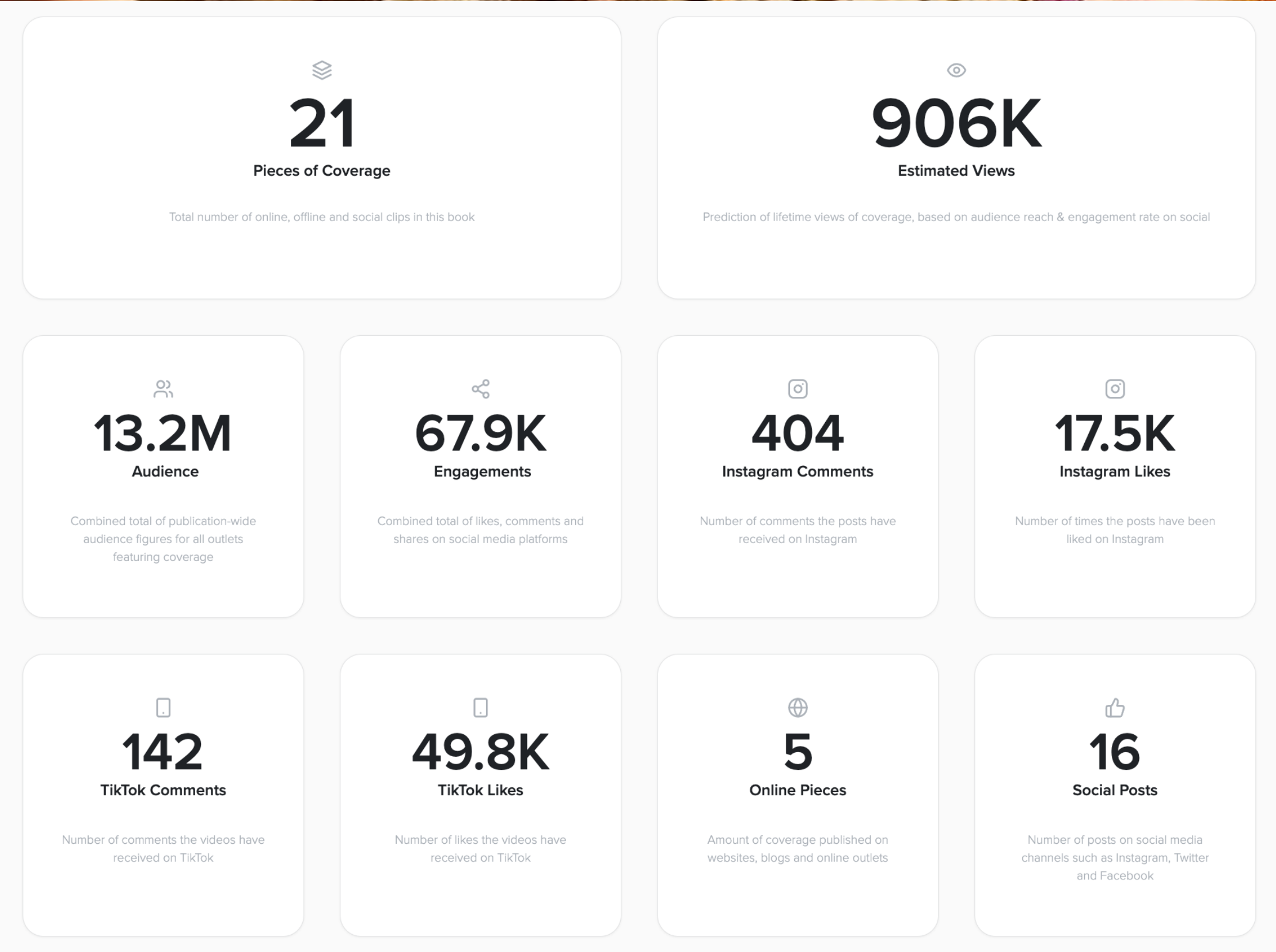
Media Relations & FAM Trip Goals

Increase Revenue Per Available Room (RevPAR) for Conejo Valley TID hotels by doing the following:

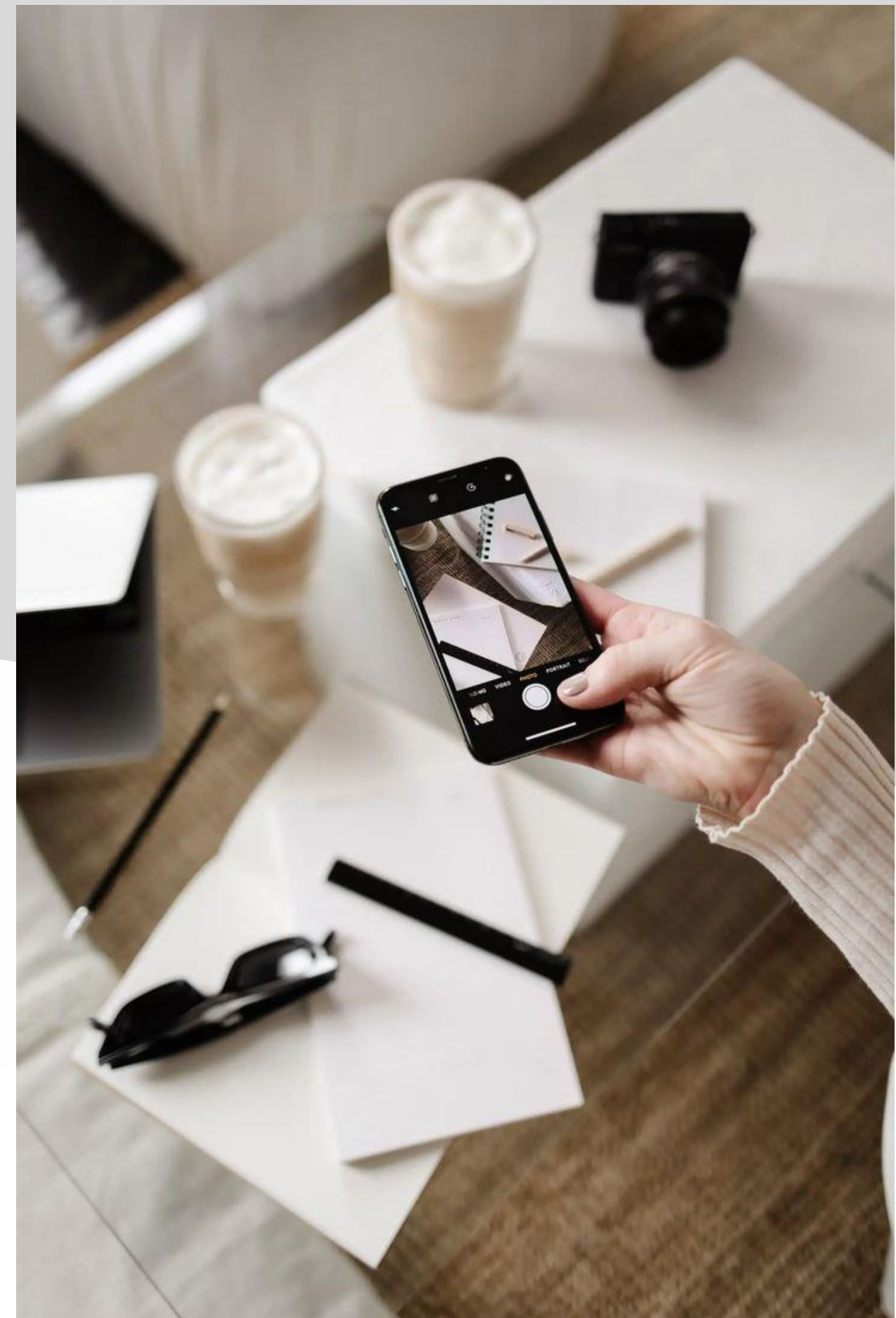
- Showcasing Conejo Valley's unique attractions and experiences, attracting travelers and visitors seeking something new, distinctive, fun and/or relaxing.
- Establishing good relationships with media journalists and influencers that result in quality coverage and reviews, influencing potential visitors.
- 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

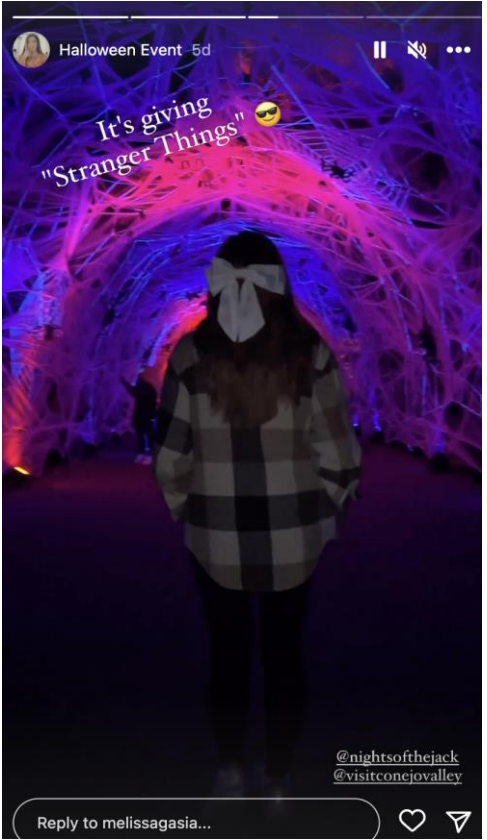
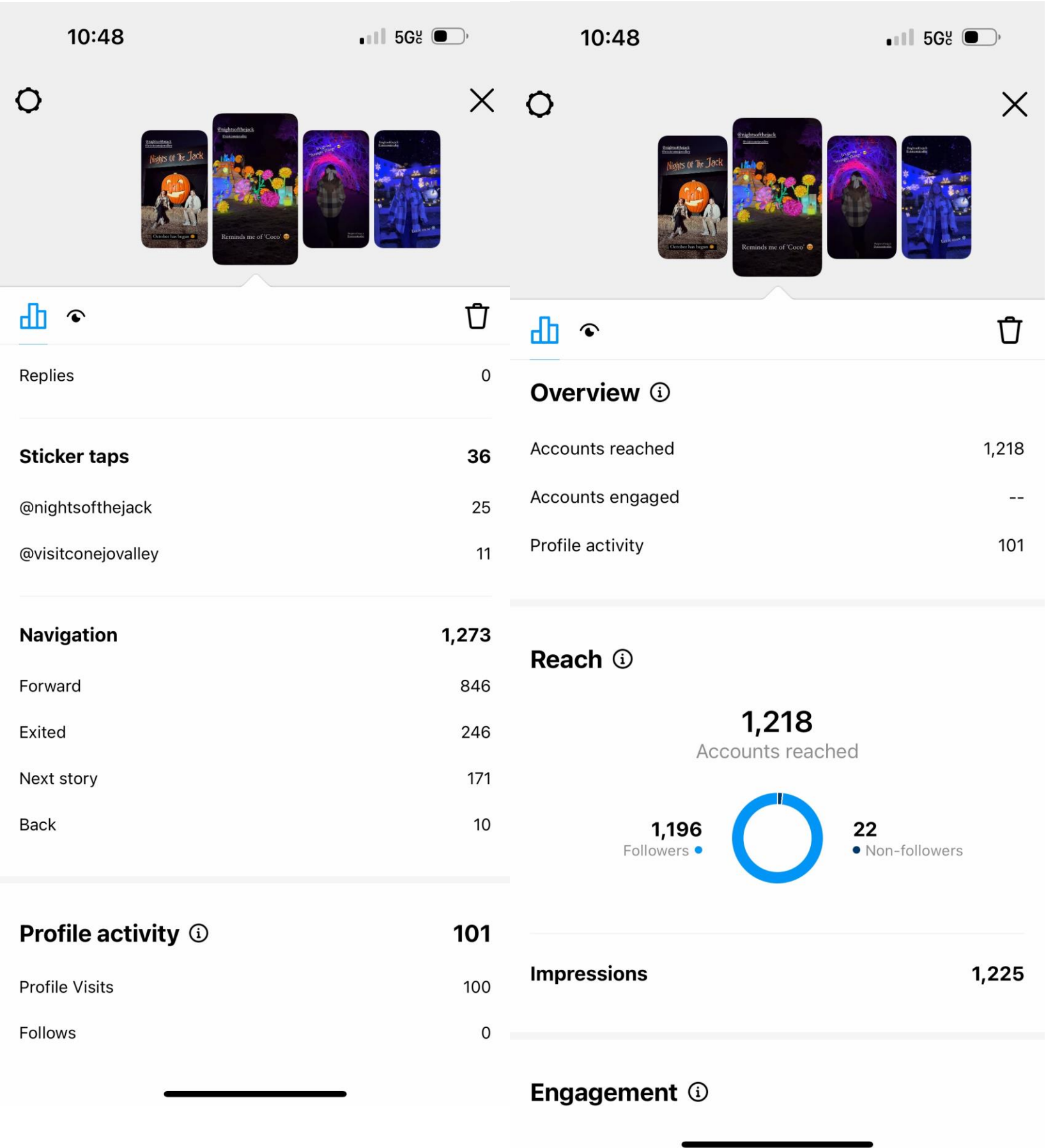


Melissa Gasia

Date: October 1st
<https://www.instagram.com/melissagasia/>

22.3K Instagram Followers
218.37% Engagement Rate

- Content:
- 1 IG Reel cross posted to TikTok
 - 4 IG stories
 - 1 Blog post



Cindy

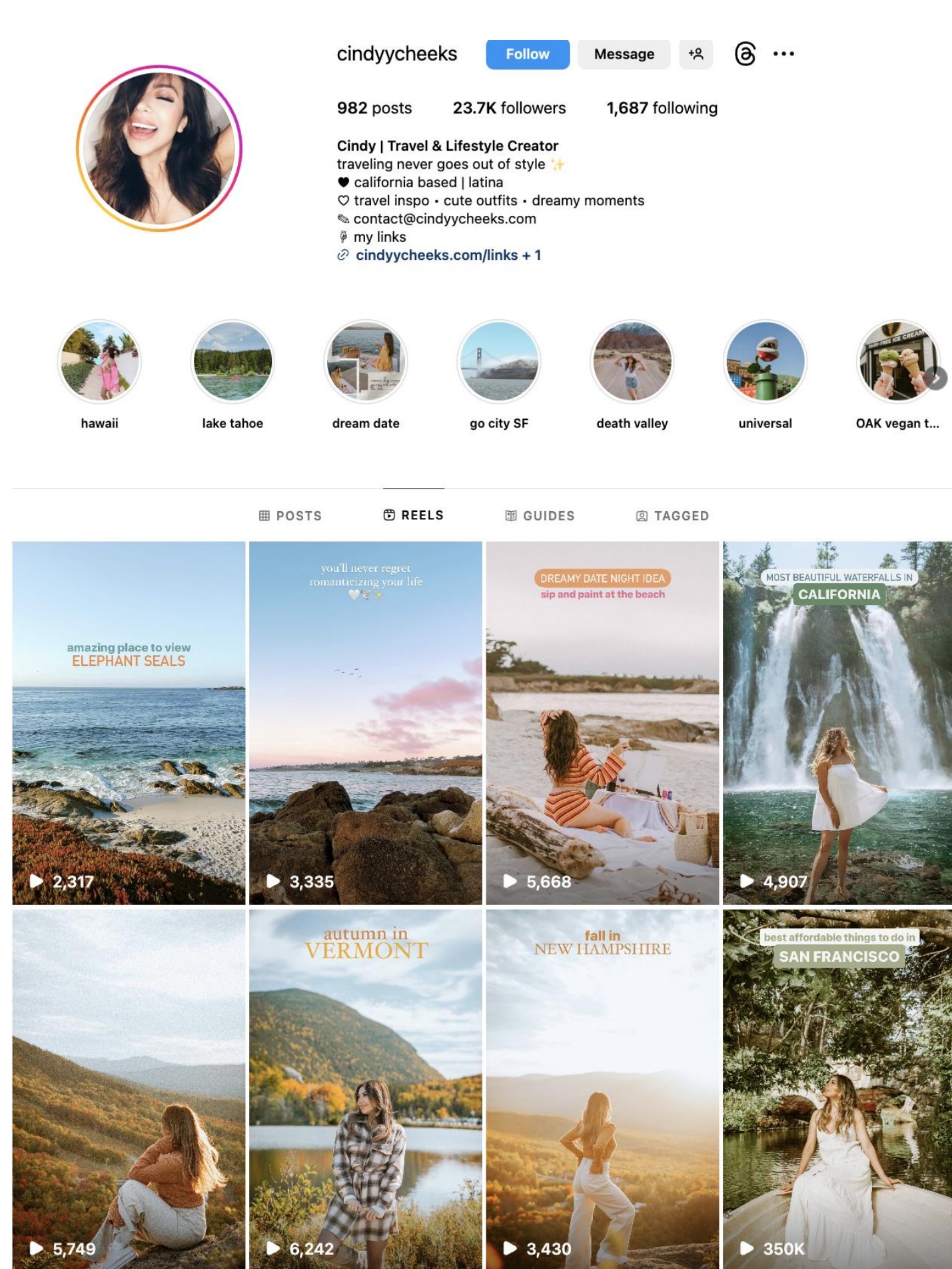
Date: November 4th

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

23.7K Instagram Followers
12.05% Engagement Rate

Content:

- 1 IG Reel



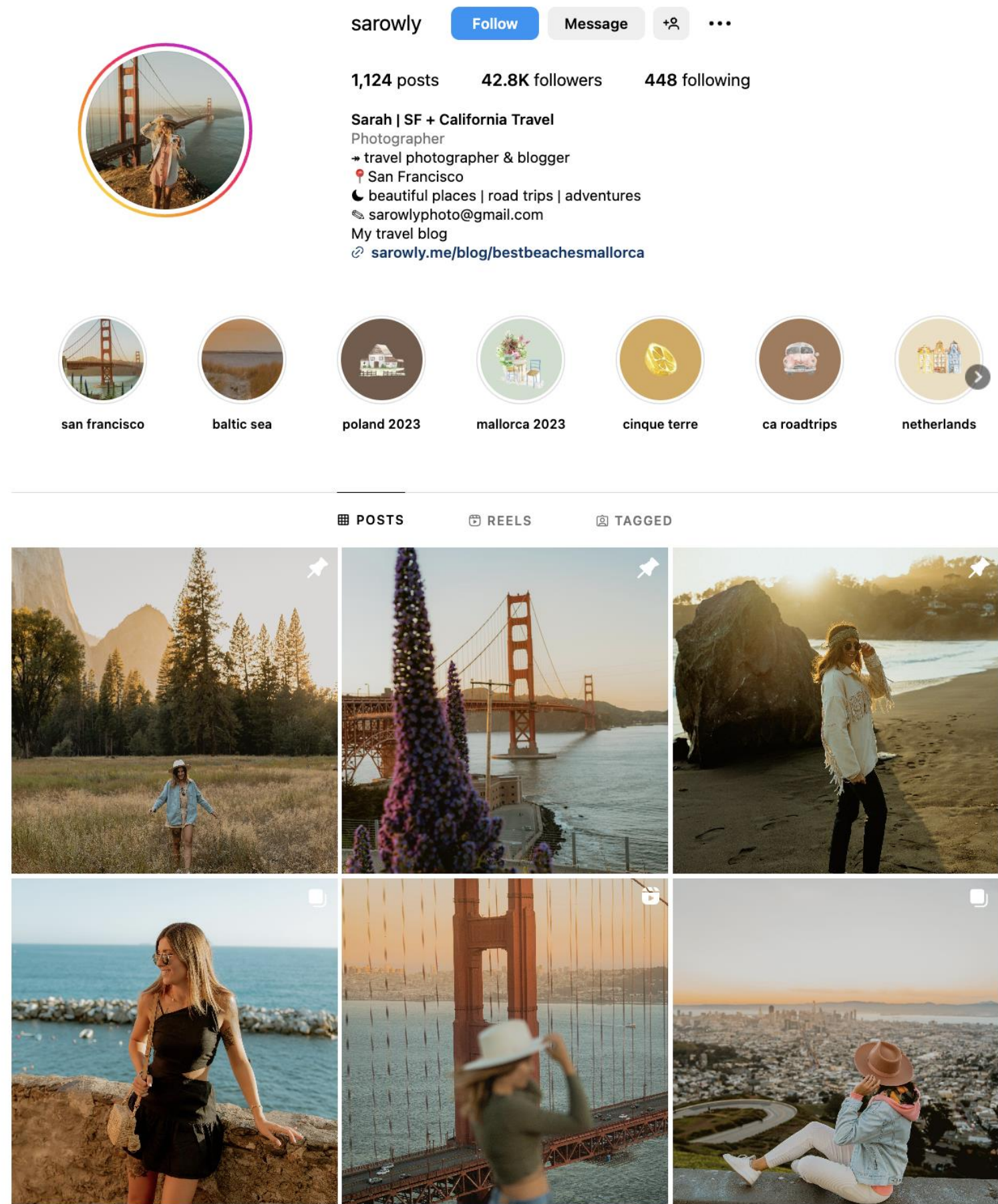
Sarah

Dates: December 2023

Content:

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

Activities: hiking, wineries, wellness, restaurants



Media Relations



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
- Must Do Fall Activities in Conejo Valley (hikes, horseback riding, Night of the Jack, Reign of Terror, Fall Harvest Festival)

Travel Bloggers:

- <https://californiathroughmylens.com/>
 - UVM: 754.5K
- <https://thisismyhappiness.com/>
 - UVM: 40.9K
- <https://www.theworldisabook.com/>
 - UVM: 43.4K
- <https://everintransit.com/>
 - UVM: 174K



Upcoming Initiatives



- Strategizing PR efforts for 2024 to promote RevPAR
 - Meetings, conferences, & events
 - Tourism
 - Weddings
 - Filming Production
 - Sporting Events
- Create itineraries for upcoming influencer trips in November and December
- Continue researching influencers for 2024
- Pitch holiday and end of year attractions to local media
 - Night of the Jack
 - Reign of Terror
 - Fall Harvest Festival at Underwood Family Farms