



Meeting Book - CVTID Leadership Meeting (12.14.23)

This meeting is virtual and can be joined through the following Zoom link: <https://us02web.zoom.us/j/88996748370>

12:00pm

Call to Order

Kim Cartaino

Roll Call

Approval of the Agenda

December 14, 2023

Approval of the Minutes

CVTID Leadership Team Meeting Minutes from August 15, 2023

CVTID Leadership Team Meeting Minutes from November 1, 2023

Public Comments

Limited to 3 minutes per speaker

President/CEO Report

Danielle Borja

Monthly Revenue Tracker (as of 12.6.23)

Augustine Monthly Report

Christina
Wicker

ConejoValley_November2023_FinalReport.pdf

Marketing Maven Monthly Report

Shayne Wells

Marketing Maven_November_CVTID Board_Report.pdf

85Sixty Report

Toni Palese

Announcements

Adjourn

Public 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 54956



Conejo Valley Tourism Improvement District Leadership Team Meeting

August 15, 2023 at 12:00pm

Meeting Minutes

- 1. Call to Order – Chair Kim Cartaino**
 - Chair Cartaino called the meeting to order at 12:07pm.
- 2. Roll Call / Self-Introductions**
 - Officers present: Kim Cartaino, Ashlie Lohse, Tony Conte, and Danielle Borja.
 - Others present: Josh Gray, Ofelia Flores, Drew Pletcher, Christina Wicker (Augustine), Lindsey Carnett (Marketing Maven), and Shayne Wells (Marketing Maven).
 - A quorum was established.
- 3. Action Item: Approval of the Agenda for the August 15, 2023 Meeting**
 - Motion to approve the agenda by Tony Conte and seconded by Ashlie Lohse. With a vote of 4-0 the motion was approved.
- 4. Action Item: Approval of the Minutes from the July 18, 2023 Meeting**
 - Motion to approve the minutes from the meeting by Ashlie Lohse and seconded by Tony Conte. With a vote of 4-0 the motion was approved.
- 5. Public Comments**
 - Chair Cartaino called for public comments.
 - Drew Pletcher spoke on increasing tourism and possible focus on more filming/entertainment that takes place in the area to increase tourism to the region.
- 6. Discussion Item: President/CEO Report**
 - Danielle Borja presented the President/CEO Report.
 - Chair Cartaino asked where additional information can be found on the LA County minimum wage proposal. Josh Gray will send information on LA Times article and additional information as needed.
- 7. Discussion Item: Q2 2023 Financial Report**
 - Ofelia Flores presented the Q2 2023 Financial Report and there were no questions from the committee.
 - Danielle Borja added that some of the notations on spending are tied to budgeting for later in the year, are accounted for in the annual budget, and not unexpected spending.
- 8. Discussion Item: Augustine Agency Report**
 - Christina Wicker presented the Augustine Agency.

- Chair Cartaino asked what the “Email” Channel was tied to for traffic channels to the website. Christina Wicker answered that “Email” is the outreach emails tied to MailChimp sign ups and emailing list.
- Danielle Borja asked if it would be possible to see the localization of who was looking for 4th of July events. Christina Wicker said she would forward that information.

9. Discussion Item: Marketing Maven Report

- Shayne Wells presented the Marketing Maven Report and there were no questions from the committee.

10. Announcements – CVTID Leadership Team Members

11. Adjourn

- Chair Cartaino adjourned the meeting at 12:52 pm.



Conejo Valley Tourism Improvement District Special Leadership Team Meeting

November 1, 2023 at 12:00pm

Meeting Minutes

1. Call to Order – Chair Kim Cartaino

- Chair Cartaino called the meeting to order at 12:02pm

2. Roll Call / Self-Introductions

- Officers present: Kim Caratino, Tony Conte, Ashlie Lohse, Danielle Borja, Shelley Baltimore
- Others present: Josh Gray, Nate Swanson, Felix Wang, Patty Ganner, Wendy Beemer, David McGovern
- A quorum was established.

3. Action Item: Approval of the Agenda for the November 1, 2023 Meeting

- Motion to approve the agenda by Ashlie Lohse and seconded by Shelley Baltimore. With a vote of 4-0 the motion was approved.

4. Public Comments

- Chair Cartaino called for public comments.
- No public comments.

5. Discussion Item: The 2024 TID Conference Schedule

- Josh Gray presented 2024 TID Conference Schedule Report.
- Felix Wang suggested the development of a strategic plan for Conferences. Kim further suggested it include a value assessment
- Kim in agreement, could be a general recap of value gained from the monetary expenditure to present for the board.
- Shelley suggests having clear objectives prior to the conferences to understand the value that can be gained from each show.
- No specific agreement that the selection of conferences in red could be dismissed because of this discussion of value in conferences.

6. Action Item: Marketing Agency RFP - Selection of Finalists

- Josh Gray presented the RFP responses and grading framework for the Board. Discussion started.
- Tony departed the meeting.

- The Board suggested that if one of the agencies provides a full budget breakdown, they may present as a finalist.
- Four Finalists were selected.
- Motion to approve the finalists by Kim and seconded by Shelley. With a vote of 3-0 the motion was approved.

7. Announcements – CVTID Leadership Team Members

- N/A

8. Adjourn

- This meeting is adjourned at 1:47pm.

CVTID Revenue Tracker

2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average	Total
RevPAR	69.59	92.23	101.95	113.21	117.11	130.70	127.65	131.39	127.23	125.35	99.08	86.20	110.14	
Total Income	\$4,627,387	\$5,539,334	\$6,779,165	\$7,285,064	\$7,787,229	\$8,410,545	\$8,488,087	\$8,736,778	\$8,187,251	\$8,043,710	\$6,152,868	\$5,531,454	\$7,130,739	\$85,568,871
TBID Fees	\$83,293	\$99,708	\$122,025	\$131,131	\$140,170	\$151,390	\$152,786	\$157,262	\$147,371	\$144,787	\$110,752	\$99,566	\$128,353	\$1,540,240

2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average	Total
Budget	90.00	95.00	105.00	110.00	120.00	130.00	130.00	130.00	120.00	110.00	95.00	90.00	110.42	
RevPAR	87.62	96.78	110.31	119.57	120.50	128.18	134.25	144.17	130.75	120.26	107.67	90.00	115.84	
Total Income	\$5,622,575	\$5,609,369	\$7,078,593	\$7,425,297	\$7,732,485	\$7,959,978	\$8,614,823	\$9,251,389	\$8,119,575	\$7,717,084	\$6,686,307	\$5,775,300	\$7,299,398	\$87,592,775
TBID Fees	\$101,206	\$100,969	\$127,415	\$133,655	\$139,185	\$143,280	\$155,067	\$166,525	\$146,152	\$138,908	\$120,354	\$103,955	\$131,389	\$1,576,670

Percentage	125.9%	104.9%	108.2%	105.6%	102.9%	98.1%	105.2%	109.7%	102.8%	95.9%	108.7%	104.4%	Over/Under	
Target	130%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	\$76,669.94	

Q1	Projected	\$329,589.66	Q2	Projected	\$416,119.68	Q3	Projected	\$467,744.16	Q4	Projected	\$363,216.44	Total	\$1,576,669.94
	Actual	\$347,677.57		Actual	\$420,686.81		Actual	\$469,996.00		Actual			\$1,238,360.38
	Difference	\$18,087.91		Difference	\$4,567.13		Difference	\$2,251.84		Difference			\$24,906.88

*Missing one submission for Sept



Visit Conejo Valley Reporting

November 2023



A photograph of four people (two men and two women) walking down a modern, multi-level staircase. The scene is overlaid with a semi-transparent teal color. The people are dressed in contemporary, semi-formal attire. The staircase has metal railings and a glass balustrade. The background shows a modern building interior with large windows and a grid ceiling. The text "STR Report" is centered over the image in a bold, white, sans-serif font.

STR Report

STR Report



November 2023

Metric	Nov 2023 Occupancy	Nov 2022 Occupancy	Nov 2023 ADR	Nov 2022 A ADR	Nov 2023 RevPAR	Nov 2022 RevPAR
Conejo Valley	67.2%	63.8%	\$158.48	\$155.29	\$107.67	\$99.08
Ventura County West	62.7%	65.1%	\$142.29	\$146.01	\$90.35	\$95.10
Santa Clarita/Simi Valley	73.1%	76.3%	\$135.92	\$129.99	\$99.99	\$99.13

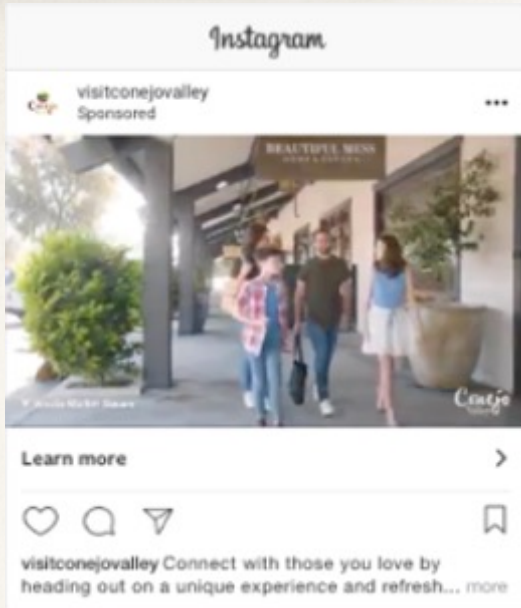
- Despite Santa Clarita holding the highest occupancy, Conejo Valley was the only region to see an increase YoY.
- Conejo Valley held the highest ADR and RevPAR.
- Highest RevPAR was seen toward the beginning of the month, while lowest was seen around and following the Thanksgiving holiday.

Dates	Days	RevPAR
Nov 1-4	4	\$130.64
Nov 5-11	7	\$123.74
Nov 12-18	7	\$107.84
Nov 19-25	7	\$92.49
Nov 26-30	5	\$87.89

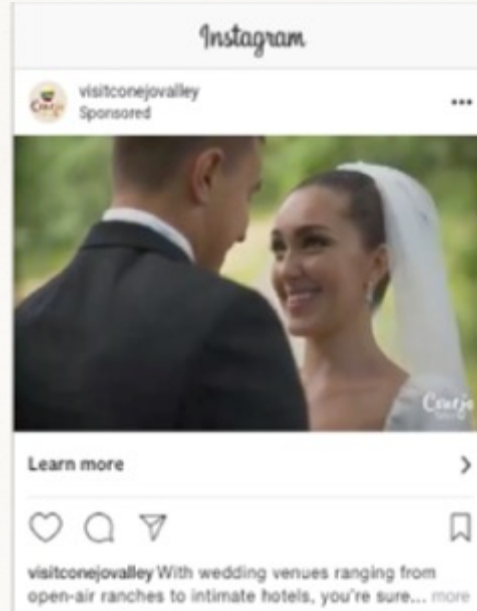
A man and a woman are walking towards the camera on a dirt path in a grassy field. The woman is on the left, wearing a dark sleeveless top and dark pants. The man is on the right, wearing a dark t-shirt and dark pants. They are both smiling. In the background, there are rolling hills, a line of trees, and distant mountains under a clear sky. The foreground is filled with tall, dry grass. The entire image has a warm, golden-brown color overlay.

Paid Media Campaign

Paid Social



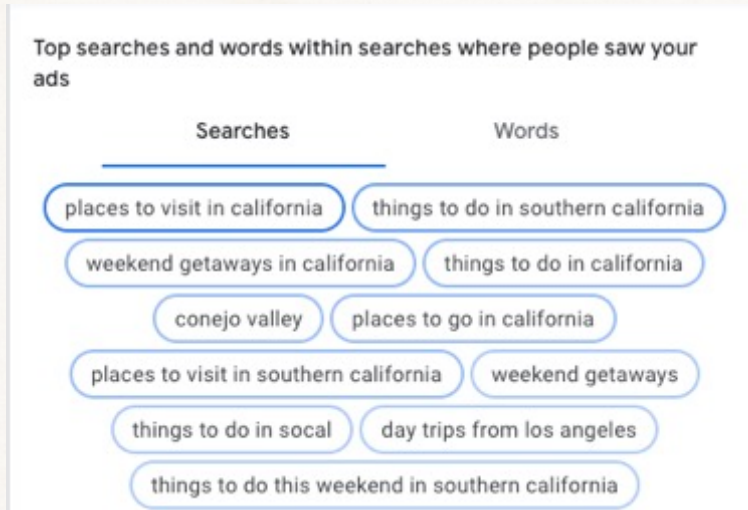
Family



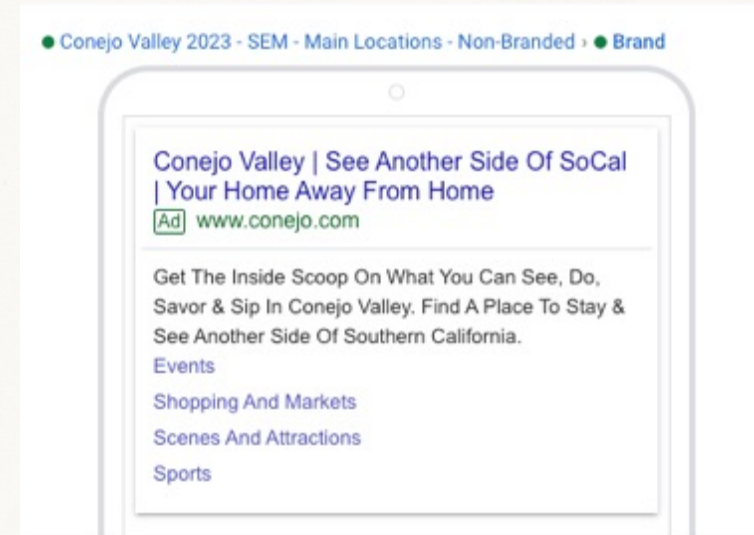
Wedding

- Paid Social brought in **737,052 impressions**, an increase of **over 1,000% MoM**, and **31,434 clicks** with a **3.69% CTR** (fairly equal to last month even with the bump in impressions). These ads outperformed the industry CTR benchmark of 0.90%.
- The top performing ad by CTR was the **“Family”** video, which had **221,330 impressions** and **10,903 clicks** with an outstanding **4.92% CTR**.
- The second-best performing ad based off CTR was the **“Wedding”** video, with **120,654 impressions**, **5,189 clicks** with a high **4.29% CTR**.
- The social campaign continues to perform above benchmark. **Impressions and clicks** to the website **both increased** this month.

Top Searches



Top Search Ad



- SEM brought in **24,224 Impressions (+13%)** and **2,116 clicks (+24)** with an **8.74% CTR (+9%)**. Top performing searches continued to revolve around 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 users to the **“Stay”** page, with **2.1K sessions and an increase of 24% since October**.

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	152,493	565,281	254	0.06%	87.06%	45.37%	34.14%	29.39%

- YouTube had **565K impressions**, **152K views** with **254 clicks** and a **29.01% VCR**, on par with the **29.60% benchmark**.
- The **"Family General 30sec"** video generated the most impressions and clicks, while the **"Food & Beverage"** video had the highest percentage of viewers who watched all the way to the end at **41%**.

A photograph of a traditional Japanese garden. In the center, there is a wooden pavilion with a tiled roof, partially obscured by dense green foliage and bamboo. The scene is bathed in soft, natural light, creating a serene atmosphere. The text 'Website Metrics' is overlaid in the center in a bold, white font.

Website Metrics

Website Traffic



	Sessions	Users	Views Per User	Average Time on Page*	Booking Widget
2023	30,814 (+142% MoM)	25,083 (+147% MoM)	1.95 (+1.56% MoM)	0:06 (-67% MoM)	2,577 (+60% MoM)
2022	8,856	7,808	1.29	0:27	-

- More than **25K** users visited the website. There was a significant increase in sessions and users partially as a result of paid media tactics.
- There were **2,577** clicks through to the "Book Now" booking widget, a 60% increase MoM.
- The top three locations that drove traffic were **Los Angeles, San Francisco** and **San Diego**. These locations **remain among the top consistently**.
- Traffic driving locations outside of California include **Richmond, Virginia** and **Las Vegas**.

**Due to changes with Google Analytics 4, average session duration is now captured differently. Google Analytics only detects the user activity as an active session if the user navigates to another page/URL or performs an activity from the initial page. With this in mind, average session duration times will look lower than in previous reports.*

Traffic Channels



Channel	Sessions	New Users	Avg. Session Duration*
Social	22,651	17,716	0:00
Organic Search	4,149	3,288	0:37
Direct	1,766	1,566	0:16
Paid Search	2,406	2,278	0:20
Referral	155	78	0:44

- **Social was the top traffic channel, bringing in more than 22K sessions.** Organic Search remained in the number two spot this month with over 4.1K sessions and 3.2K new users.
- Visitors coming from **Referral had the longest session duration at 0:44**, followed by Organic Search with 0:37.
- The top referral site for November was Facebook for traffic.

**Due to changes with Google Analytics 4, average session duration is now captured differently. Google Analytics only detects the user activity as an active session if the user navigates to another page/URL or performs an activity from the initial page. With this in mind, average session duration times will look lower than in previous reports.*

Website Top Pages



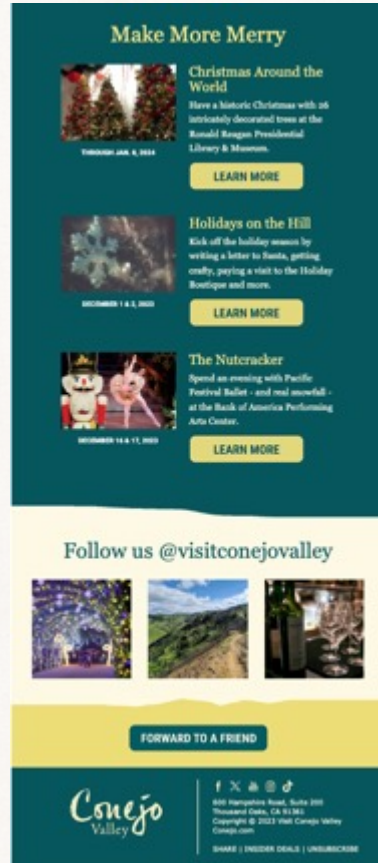
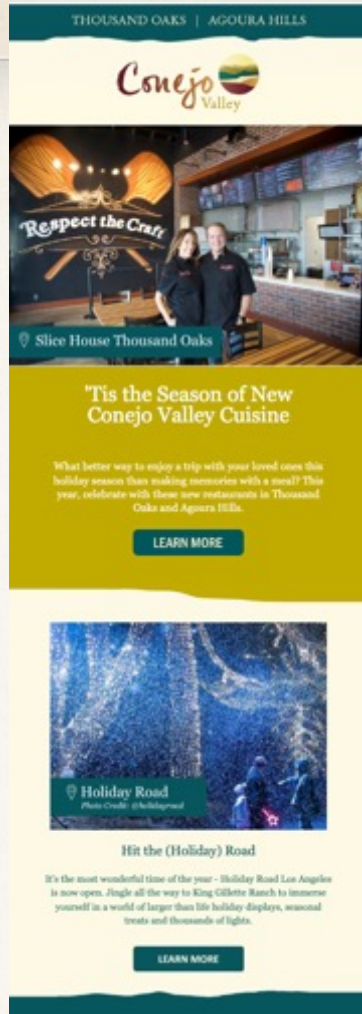
Page	Pageviews	Average Engagement Time
Stay	26,713	0:02
Homepage	1,517	0:15
Events – Conejo Players Theatre	471	0:18
Blog – Rich and Famous (2017)	281	0:32
Events – Food & Wine Festival	279	0:26

- The **Stay page** continues to be the **top viewed page**, mostly driven by search and social, followed by the **Homepage**.
- This month, we continued to see increases in search traffic related to an older blog highlighting a celebrity itinerary as well as potential celebrities to spot in the region.

Content



Monthly eNewsletter



Sent: Wednesday, November 29

Subscribers: 4,801

A/B Testing Performance:

- **Winning Subject Line:** Holiday Cheer is Here in Conejo Valley ❄️
 - Open Rate: 55.7% (*Industry Average: 18.4%*)
 - Click Rate: 1.2% (*Industry Average: 1.7%*)
- **Other Subject Line:** Holiday Cheer is Here in Thousand Oaks and Agoura Hills ❄️
 - Open Rate: 55.0%
 - Click Rate: 1.2%

Overall Performance:

- Open Rate: 55.3%
- Click Rate: 1.2%

Monthly Blog



Posted: Monday, November 27

Blog Performance:

- **Title:** New Restaurants in Thousand Oaks and Agoura Hills
- **Pageviews:** 207
- **Average Engagement Time:** 1:24

CA Now Story:

- **Completion Rate:** 41.2%



Search Engine Optimization

Keyword	Position	Volume
Conejo Valley	1	1.9K
Boney Mountain	1	390
Conejo Players	1	480
Conejo Parks and Rec	3	720
Conejo	5	22.2K

- Keyword **“Conejo Valley”** remained at the number one position with more than 1.9K search volume.
- "Conejo Parks and Rec" jumped into the top 3 spot with over 720 searches in November.
- "K1 Speed" and "California Fish Grill" were the top drivers of volume overall.

A photograph of several pink roses in bloom, set against a blurred background of green foliage. The image has a warm, slightly desaturated color palette. The text "Social Media" is overlaid in the center in a white, bold, sans-serif font.

Social Media

Social Media Summary





Data	October	November	MoM
Audience	26,524	26,751	+0.3%
Impressions	2,937,665	967,714	-67.1%
Engagements	86,982	47,090	-46.3%


- Top performing posts included the first **Behind The Scenes video featuring Slice House**, a repost from content creator **Yoko at @hikingwithsun** and a spotlight on **Social Monk Asian Kitchen**.
- November's metrics are compared to the exceptional performance of October's collaborative posts, which far out-performed averages for Conejo Valley social channels in 2023.
- An average engagement rate of 4.87% was reached, more than 5x the 2023 travel industry benchmark of 0.9% and an improvement to October's 3% engagement rate.

Top Performing Posts







 **visitconejovalley**
Tue 11/14/2023 5:01 pm PST

Mamma Mia! 🍷 Something's cooking in Thousand Oaks and we're setting our sights on @slicehouse. More details...




<u>Impressions</u>	2,084
<u>Reach</u>	2,009
<u>Engagements</u>	65
<u>Engagement Rate (per Impression)</u>	3.1%



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 **visitconejovalley**
Thu 11/30/2023 6:27 pm PST

"We've raised the bar when it comes to pizza in the Thousand Oaks community." 🍕 Introducing, Visit...




<u>Impressions</u>	1,914
<u>Reach</u>	1,828
<u>Engagements</u>	50
<u>Engagement Rate (per Impression)</u>	2.6%


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 **Visit Conejo Valley**
Wed 11/15/2023 5:00 pm PST


Reshare from Apricot Lane Farms @apricotlanefarms 🗨️ A lot happens every day across these 234 beautiful...




<u>Video Views</u>	561
<u>Impressions</u>	1,846
<u>Reach</u>	1,846
<u>Engagements</u>	29
<u>Engagement Rate (per Impression)</u>	1.6%



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 **visitconejovalley**
Sat 11/11/2023 5:01 pm PST

 Repost from @hikingwithsun 📍 Conejo Valley, a short 30-40 miles from LA, is a nature lover's paradise. With...



<u>Impressions</u>	1,500
<u>Reach</u>	1,368
<u>Engagements</u>	59
<u>Engagement Rate (per Impression)</u>	3.9%

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December Social Content



- December content will actively promote holiday festivities throughout Conejo Valley, including the culmination of the Behind the Scenes series, promoting blog content, leaving placeholders for content creators and local business post reshares.



Initiatives

The image shows the interior of the Air Force One Discovery Center. A large, white, four-engine aircraft is suspended from the ceiling, dominating the upper half of the frame. Below it, a mezzanine level with glass railings is visible. In the foreground, a man in a blue jacket and a woman in a white shirt and blue overalls are seen from behind, looking towards a service counter. The counter has several people behind it. To the left, there is a staircase and a sign that reads "AIR FORCE ONE" and "MAGAZINE LIBRARY". The ceiling is high with exposed structural beams and lights. The overall atmosphere is that of a large, modern museum or exhibition space.

Current Initiatives Recap



- Posting completed Behind the Scenes videos for Slice House, Oak & Iron and New West Symphony
- December Blog (Holiday Treats Revise)
- December CA Now story
- December eNewsletter
- Website updates including listing/event additions
- Contact Us page, sign-up form and newsletter pop-up
- Filming page updates





Thank You!



November Board Report

December 14, 2023



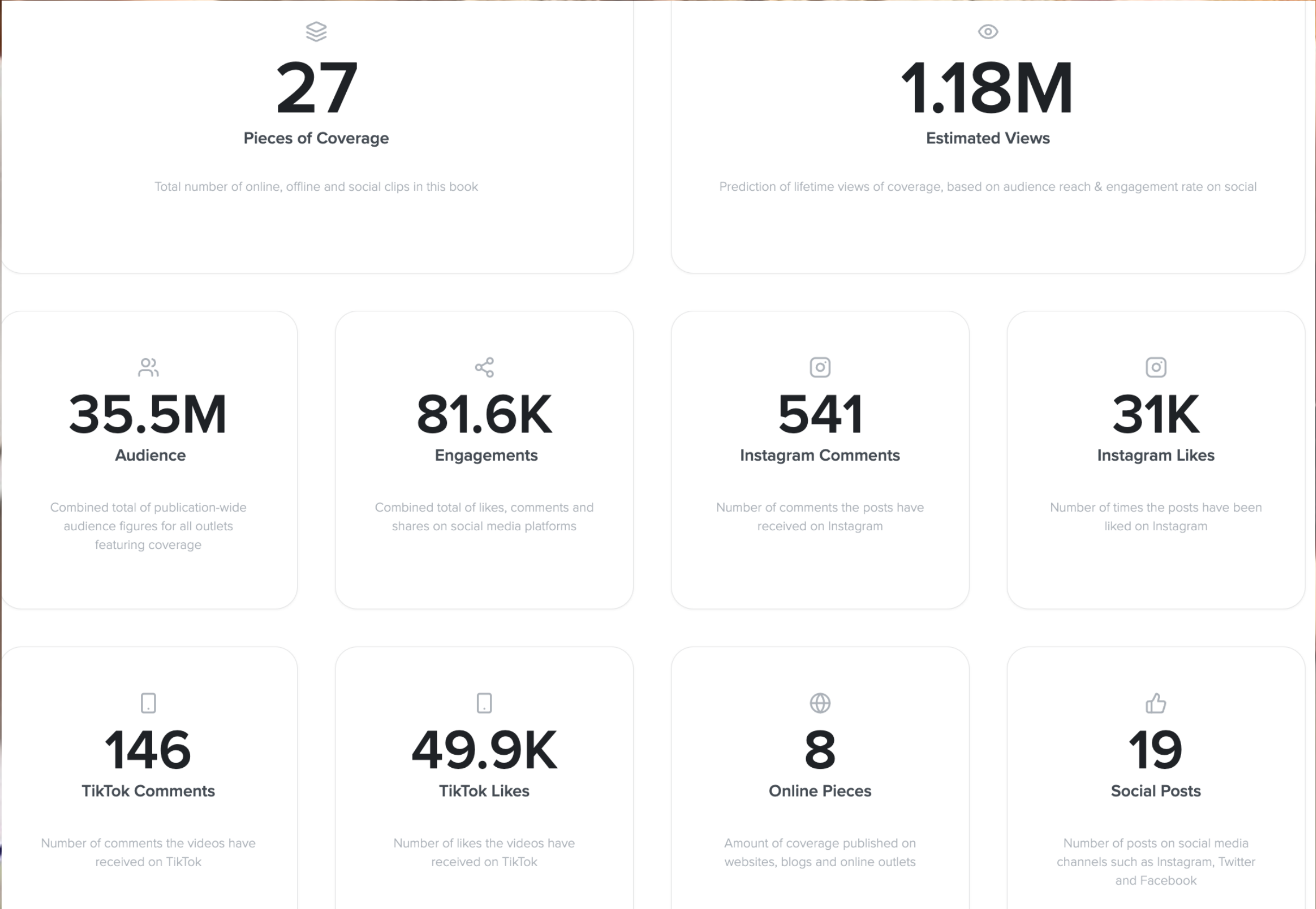
Media Relations & FAM Trip Goals

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

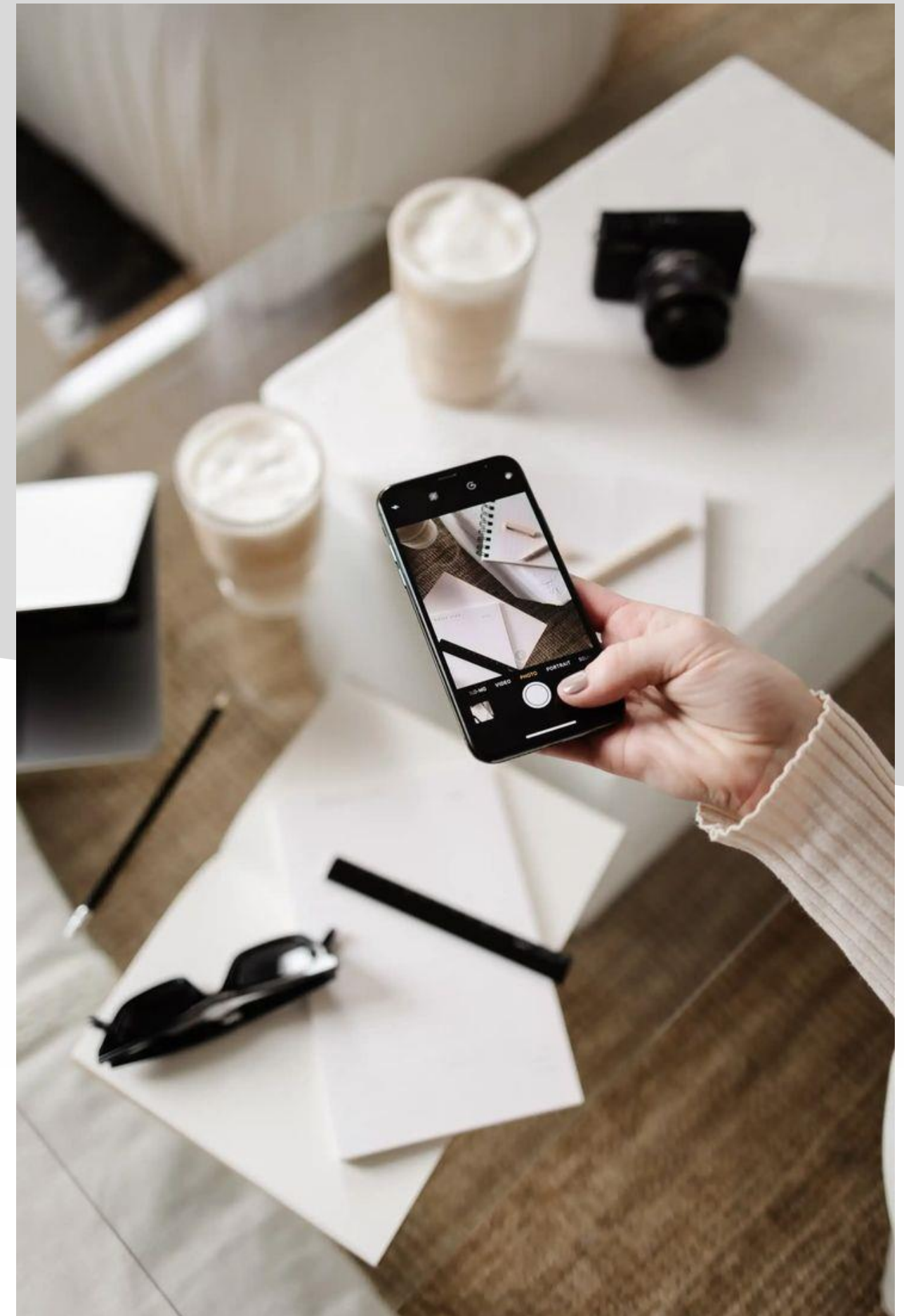
- Showcasing Conejo Valley's unique attractions and experiences, attracting travelers and visitors seeking something new, distinctive, fun and/or relaxing.
- Establishing good relationships with media journalists and influencers that result in quality coverage and reviews, influencing potential visitors.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

Media Coverage to Date

- 27 pieces of coverage
 - 8 online pieces
 - 19 influencer posts



2023 Influencer FAM Trips



Cindy

<https://www.instagram.com/reel/Czwn2ftSISR/?hl=en>

Content:

- 1 IG Reel
 - 5707 views
 - 155 likes
 - 38 comments



cindycheeks • Follow

bydastann • Indila - Love Story



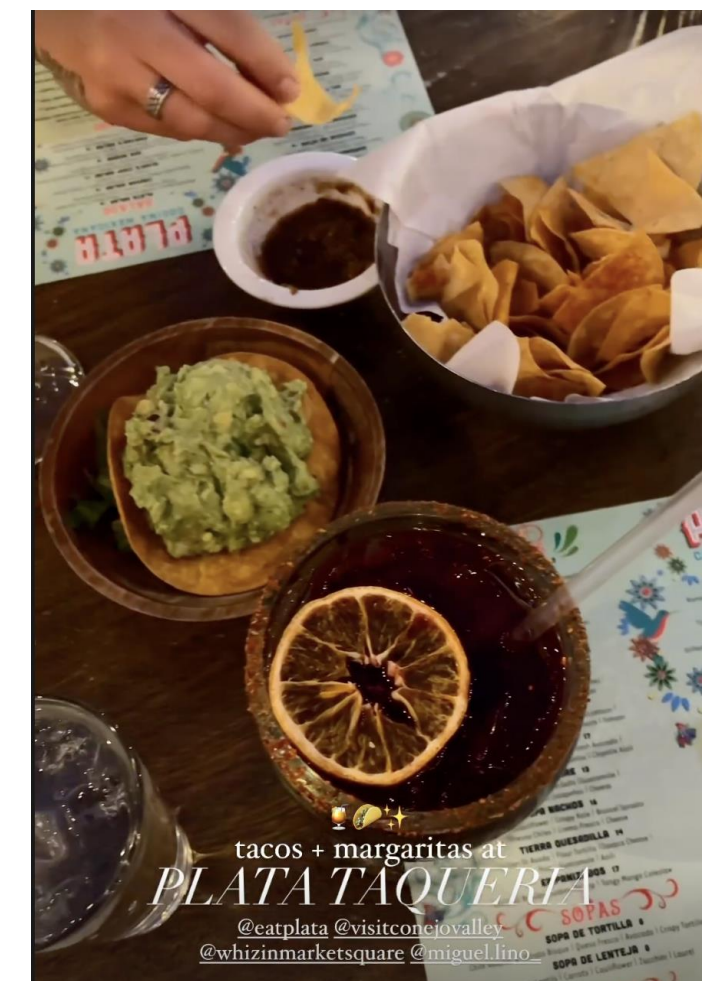
cindycheeks Have you heard of Conejo Valley? This hidden gem is another side of Southern California that you might not have heard of yet. You can find this charming region between the iconic Malibu beaches and Simi Valley, all just a short drive from Los Angeles! 🌿🌸 @visitconejovalley #visitconejovalley #sponsored

Conejo Valley completely captivated me with its sweeping hills and abundance of fun things to do - it should definitely be on your California bucket list! 🍷

Here is a list of fun things to do in Conejo Valley:

1. Wander through Gardens of the World in Thousand Oaks - one of the dreamiest gardens I've ever visited 🌸
2. Grab coffee and pastries at Ragamuffin in Newbury Park - incredible quality coffee, you can't go wrong here ☕
3. Visit Underwood Family Farms in Moorpark - you can shop fresh produce at their farm market, pick your own fruits and veggies, and pet their cute fluffy animals 🐕
4. Shop and dine at Whizin Market Square in Agoura Hills - this stunning market has tons of boutique shops, a food hall, and even a live music venue. Such a fun place to explore! 🛍️🎵
5. Enjoy wine and dessert at Cork Dork in Thousand Oaks - this boutique wine bar offers a digital menu where you can explore food and wine pairings, making your selection a unique experience! 🍷🍰

Would you visit Conejo Valley? If so, save this travel guide for your next visit! 💕



tacos + margaritas at
PLATA TAQUERIA
@eatplata @visitconejovalley
@whizinmarketsquare @miguel.lino



CORK DORK

we went to the coolest boutique wine bar - they have digital menus with wine pairing suggestions and in-depth descriptions of all food items! Definitely one of my favorite restaurant experiences! 🍷🌟

@visitconejovalley @corkdorkwestlake



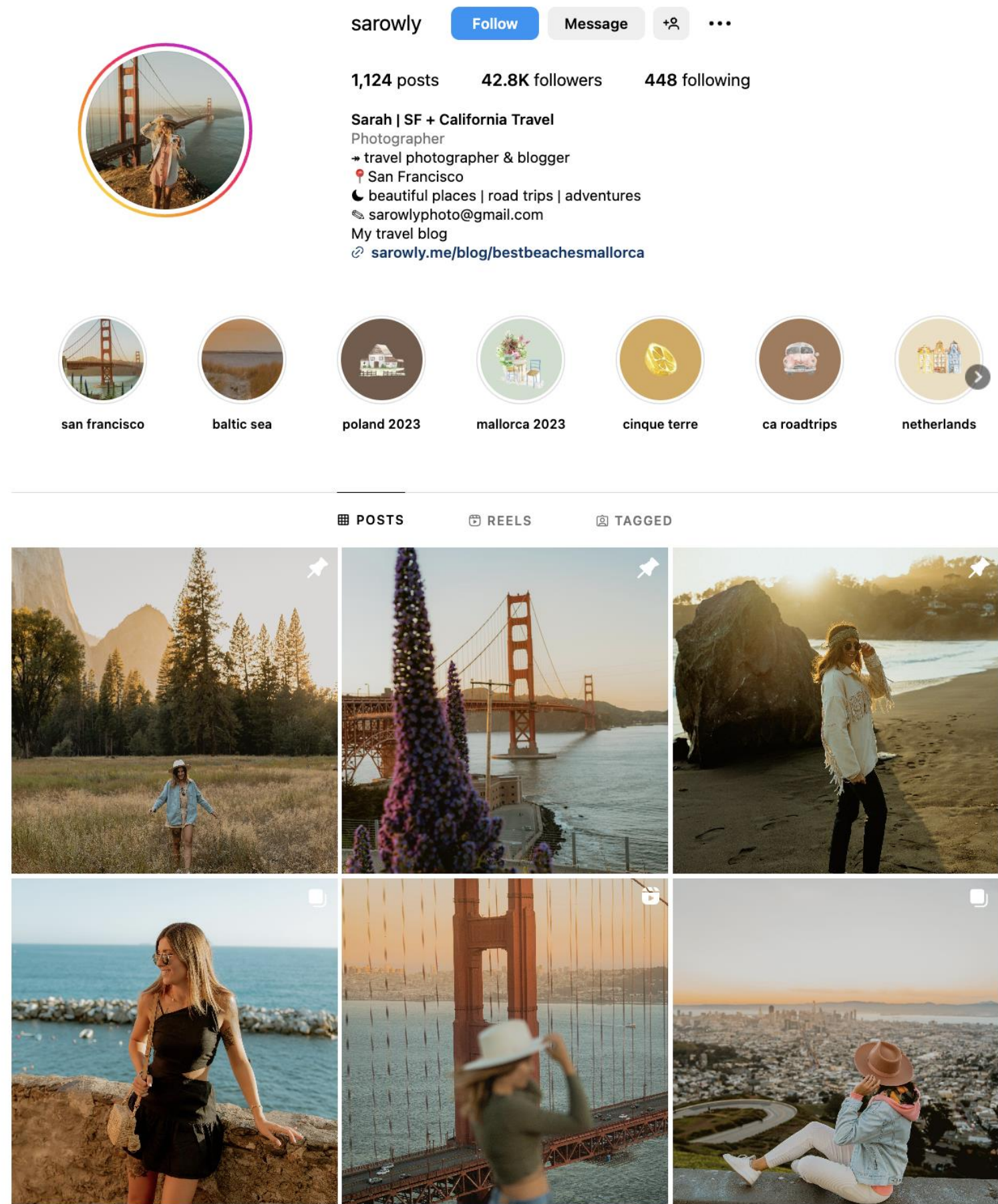
Sarah

Dates: December 6-8

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:

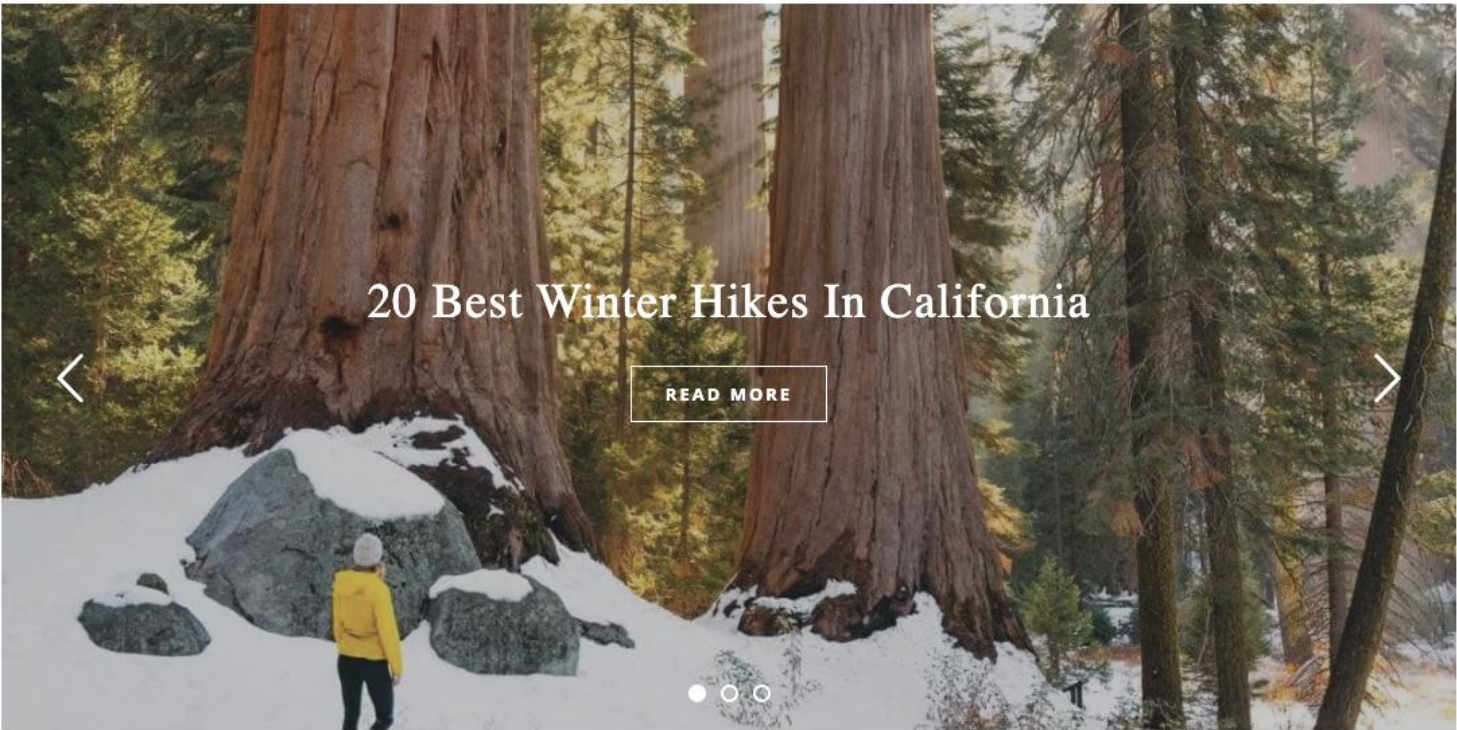
- Holidays in Conejo Valley (Christmas Around the World at Ronald Reagan Presidential Library and Museum and Holiday Road)
- Recent Restaurant Openings (Fogo De Chao, Slice House, Sunrose)
- Corporate Retreats and Team Building in Conejo Valley
- Wellness Activities to Start the New Year



California Wanderland

<https://californiawanderland.com/>

UVM: 50,000
Based in Camarillo



7 Wonderful Things To Do At Lake Isabella All Year Long

- ABOUT ME -



Welcome to California Wanderland! I'm Laura Sausina, a California local always in search of new adventures around me. California Wanderland is here to help you discover the best hikes, outdoor

Upcoming Initiatives



LA Life Hacks

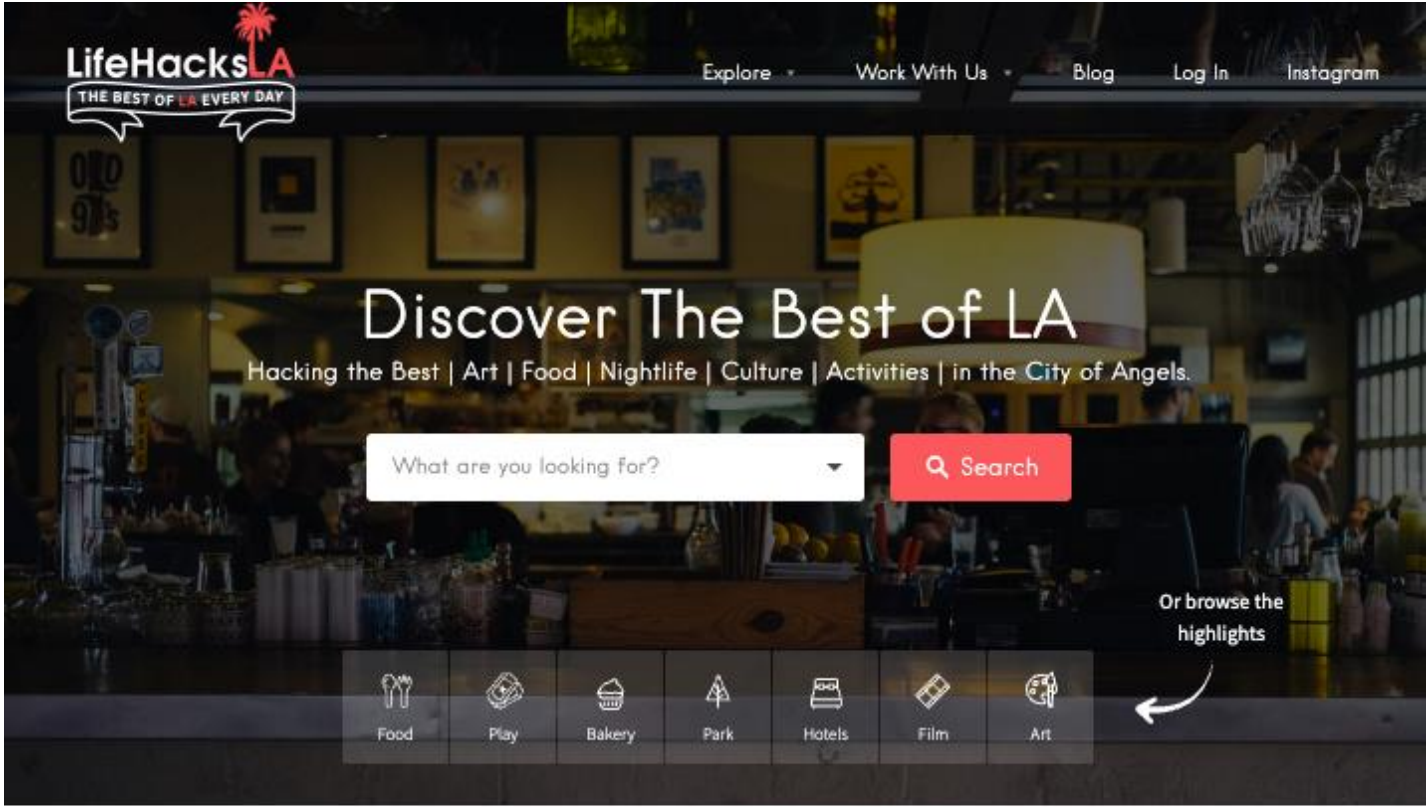
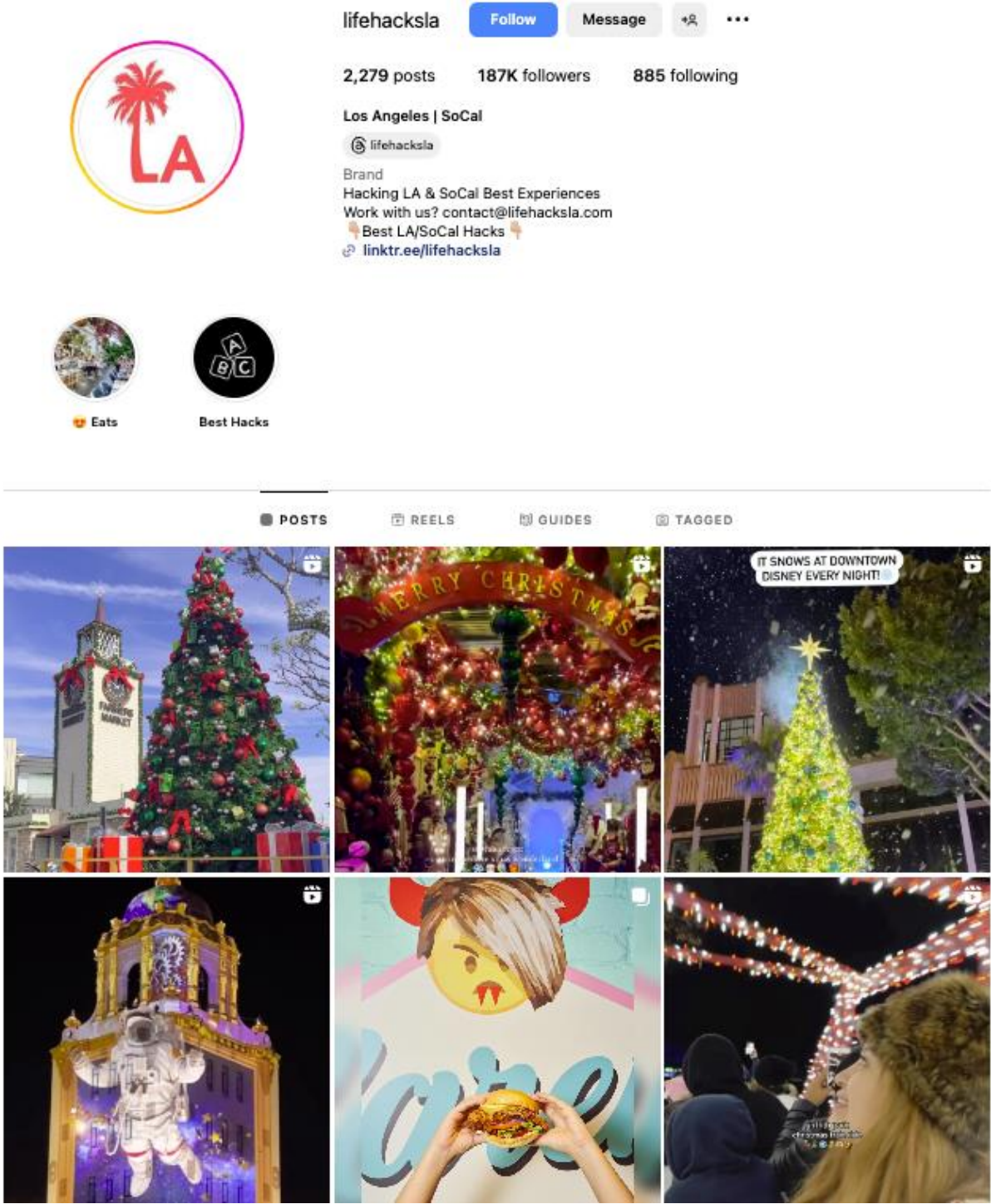
<https://www.instagram.com/lifehacksla/>

<https://www.lifehacksla.com/>

Followers: 187K

Website UVM: 17,930

- 2 original content reel
- 1 original TikTok
- 3-5 stories posted day of activity
- 3-5 stories posted promoting reel
- 1 blog post
- Activity of choice added to VIP Text list



What are you interested in?

Explore some of the best tips and hacks on where to be and what to do in Los Angeles



Influencer Research, Campaigns & Events



- Strategizing PR efforts for 2024 to promote RevPAR
 - o Meetings, conferences, & events
 - o Tourism
 - o Weddings
 - o Filming Production
 - o Sporting Events
- Continue researching influencers for 2024
- Finalize information for LA Life Hacks

