



Conejo Valley Tourism Improvement District Leadership Team Meeting

January 17, 2023 at 12:00pm

Meeting Minutes

- 1. Call to Order – Chair Kim Cartaino**
 - Chair Cartaino called the meeting to order at 12:01pm.
- 2. Roll Call / Self-Introductions**
 - Officers present: Kim Cartaino, Ashlie Lohse, Shelley Baltimore, Danielle Borja.
 - Others present: Adam Haverstock, Ofelia Flores (Greater Conejo Valley Chamber of Commerce), Claire Marcus (Augustine) and Ally Bertik (Marketing Maven).
 - A quorum was established.
- 3. Action Item: Approval of the Agenda for the January 17, 2023 Meeting**
 - Motion to approve the agenda by Ashlie Lohse and seconded by Kim Cartaino. With a vote of 4-0 the motion was approved.
- 4. Action Item: Approval of the Minutes from the December 15, 2022 Meeting**
- 5. Motion to approve the minutes from the December 15, 2022 meeting by Shelley Baltimore and seconded by Ashlie Lohse. With a vote of 4-0 the motion was approved.**
- 6. Public Comments**
 - Chair Cartaino called for public comments.
 - There were no public comments.
- 7. Discussion Item: President/CEO Report**
 - Danielle Borja presented the President/CEO Report and answered questions from the committee.
- 8. Discussion Item: Augustine Agency Report**
 - Claire Marcus presented the Augustine Agency Report and answered questions from the committee.
- 9. Discussion Item: Marketing Maven Report**
 - Ally Bertik presented the Marketing Maven Report and answered questions from the committee.
- 10. Announcements – CVTID Leadership Team Members**
 - No announcements
- 11. Adjourn**
 - Chair Cartaino adjourned the meeting at 12:46pm.



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

February 21th, 2023 at 12:00pm

Meeting Minutes

- **Welcome/Call to Order – Chair Kim Cartaino**
 - Chair Kim Cartaino called the meeting to order at 12:05pm.
- **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, Palm Garden Hotel, Courtyard by Marriott Thousand Oaks, Towneplace Suites by Marriott Thousand Oaks, Courtyard by Marriott Agoura Hills, Towneplace Suites by Marriott Agoura Hills
 - Other Members Present: Greater Conejo Valley Chamber of Commerce, City of Agoura Hills.
 - Guests Present: Marketing Maven, Augustine Agency, Ronald Reagan Presidential Library.
 - A quorum was established.
- **Action Item: Approval of the Agenda for the February 21, 2023 Meeting**
 - Motion to approve the Agenda for the February 21, 2023 meeting by Ashlie Lohse (Homewood Suites) and seconded by Daniel Yancey (Palm Garden Hotel). The motion was passed unanimously with a voice vote.
- **Action Item: Approval of the Minutes from the November 10, 2022 Meeting**
 - Motion to approve the minutes from the November 10, 2022 meeting by Kristina Lecka (Best Western Plus Thousand Oaks Inn) and seconded by Tony Conte (Courtyard by Marriott Thousand Oaks). The motion was passed unanimously with a voice vote.
- **Public Comments**
 - Xcaret Osorio (Ronald Reagan Presidential Library) 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**
 - Claire Marcus from Augustine Agency presented the Augustine Agency Report.
- **Discussion Item: Marketing Maven Report**
 - Ally Bertik from Marketing Maven presented the Marketing Maven Report.
- **Announcements – CVTID Membership**
 - There were no announcements.
- **Next Meeting will be Tuesday, March 21, 2023.**
- **Adjourn**
 - Chair Kim Cartaino adjourned the meeting at 12:50pm.



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

March 21st, 2023 at 12:00pm
Best Western Thousand Oaks Inn

Meeting Minutes

- **Welcome/Call to Order – Chair Kim Cartaino**
 - Chair Kim Cartaino called the meeting to order at 12:02pm.
- **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
 - Other Members Present: Greater Conejo Valley Chamber of Commerce, City of Agoura Hills.
 - Guests Present: Marketing Maven, Augustine Agency.
 - A quorum was established.
- **Action Item: Approval of the Agenda for the March 21, 2023 Meeting**
 - Motion to approve the Agenda for the March 21, 2023 meeting by Kristina Lecka (Best Western Thousand Oaks Inn) and seconded by Shelley Baltimore (Hampton Inn Thousand Oaks). The motion was passed unanimously with a voice vote.
- **Action Item: Approval of the Minutes from the February 21, 2023 Meeting**
 - Motion to approve the minutes from the February 21, 2023 meeting by Ashlie Lohse (Homewood Suites) and seconded by Shelley Baltimore (Hampton Inn Thousand Oaks). The motion was passed unanimously with a voice vote.
- **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**
 - Claire Marcus from Augustine Agency presented the Augustine Agency Report.
- **Discussion Item: Marketing Maven Report**
 - Ally Bertik from Marketing Maven presented the Marketing Maven Report.
- **Announcements – CVTID Membership**
 - There were no announcements.
- **Adjourn**
 - Chair Kim Cartaino adjourned the meeting at 1:24pm.



Conejo Valley Tourism Improvement District Leadership Team Meeting

April 18, 2023 at 12:00pm

Meeting Minutes

- 1. Call to Order – Chair Kim Cartaino**
 - Chair Cartaino called the meeting to order at 12:01pm.
- 2. Roll Call / Self-Introductions**
 - Officers present: Kim Cartaino, Ashlie Lohse, Tony Conte, Danielle Borja.
 - Others present: Adam Haverstock, Ofelia Flores, Bridget Caffrey (Greater Conejo Valley Chamber of Commerce), Claire Marcus, Christina Wicker (Augustine) and Ally Bertik, Emily Neglia (Marketing Maven).
 - A quorum was established.
- 3. Action Item: Approval of the Agenda for the April 18, 2023 Meeting**
 - Motion to approve the agenda by Ashlie Lohse and seconded by Tony Conte. With a vote of 4-0 the motion was approved.
- 4. Action Item: Approval of the Minutes from the January 17, 2023 Meeting**
- 5. Motion to approve the minutes from the January 17, 2023 meeting by Ashlie Lohse and seconded by Tony Conte. With a vote of 4-0 the motion was approved.**
- 6. Public Comments**
 - Chair Cartaino called for public comments.
 - There were no public comments.
- 7. Discussion Item: President/CEO Report**
 - Danielle Borja presented the President/CEO Report and answered questions from the committee.
- 8. Discussion Item: Augustine Agency Report**
 - Claire Marcus presented the Augustine Agency Report and answered questions from the committee.
- 9. Discussion Item: Marketing Maven Report**
 - Ally Bertik presented the Marketing Maven Report and answered questions from the committee.
- 10. Announcements – CVTID Leadership Team Members**
 - No announcements
- 11. Adjourn**
 - Chair Cartaino adjourned the meeting at 12:40pm.



**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.



Conejo Valley Tourism Improvement District Leadership Team Meeting

June 20, 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 Cartaino, Ashlie Lohse, Tony Conte, Shelley Baltimore, Danielle Borja.
 - Others present: Josh Gray, Ofelia Flores, Bridget Caffrey (Greater Conejo Valley Chamber of Commerce), Christina Wicker (Augustine), and Emily Neglia (Marketing Maven).
 - A quorum was established.
- 3. Action Item: Approval of the Agenda for the June 20, 2023 Meeting**
 - Motion to approve the agenda by Tony Conte and seconded by Ashlie. With a vote of 5-0 the motion was approved.
- 4. Action Item: Approval of the Minutes from the April 18, 2023 Meeting**
- 5. Motion to approve the minutes from the April 18, 2023 meeting by Ashlie Lohse and seconded by Shelley Conte. With a vote of 5-0 the motion was approved.**
- 6. Public Comments**
 - Chair Cartaino called for public comments.
 - There were no public comments.
- 7. Discussion Item: President/CEO Report**
 - Danielle Borja presented the President/CEO Report and answered questions from the committee.
- 8. Discussion Item: Augustine Agency Report**
 - Christina Wicker presented the Augustine Agency Report and answered questions from the committee.
- 9. Discussion Item: Marketing Maven Report**
 - Emily Neglia presented the Marketing Maven Report and answered questions from the committee.
- 10. Announcements – CVTID Leadership Team Members**
 - No announcements
- 11. Adjourn**
 - Chair Cartaino adjourned the meeting at 12:47pm.



Conejo Valley Tourism Improvement District Leadership Team Meeting

July 18, 2023 at 12:00pm

Meeting Minutes

- 1. Call to Order – Chair Kim Cartaino**
 - Chair Cartaino called the meeting to order at 12:04pm.
- 2. Roll Call / Self-Introductions**
 - Officers present: Kim Cartaino, Ashlie Lohse, Tony Conte, Shelley Baltimore, Danielle Borja, and Steve Ortmann (Present for Discussion Items).
 - Others present: Josh Gray, Ofelia Flores, 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 July 18, 2023 Meeting**
 - Motion to approve the agenda by Shelley Baltimore and seconded by Ashlie. With a vote of 5-0 the motion was approved.
- 4. Action Item: Approval of the Minutes from the June 20, 2023 Meeting**
 - Motion to approve the minutes from the meeting by Tony Conte and seconded by Ashlie. With a vote of 5-0 the motion was approved.
- 5. Public Comments**
 - Chair Cartaino called for public comments.
 - There were no public comments.
- 6. Discussion Item: President/CEO Report**
 - Danielle Borja presented the President/CEO Report and there were no questions from the committee.
- 7. Discussion Item: Augustine Agency Report**
 - Christina Wicker presented the Augustine Agency and there were no questions from the committee.
- 8. Discussion Item: Marketing Maven Report**
 - Shayne Wells presented the Marketing Maven Report and there were no questions from the committee.
- 9. Announcements – CVTID Leadership Team Members**
 - Tony Conte announced the return of a valued sales team member, Sean Briody, to the Courtyard/TownePlace Suites Thousand Oaks.
- 10. Adjourn**
 - Chair Cartaino adjourned the meeting at 12:48pm.



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 (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.



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

October 17th, 2023 at 12:00pm

Palm Garden Hotel

Meeting Minutes

- **Call To Order - Chair Kim Cartaino**
 - Chair Kim Cartaino called the meeting to order at 12:07pm
- **Roll Call**
 - Hotel Members Present: Sheraton Agoura Hills, Best Western Plus Thousand Oaks Inn, Courtyard by Marriott Thousand Oaks, TownePlace Suites by Marriott Thousand Oaks, Homewood Suites Agoura Hills, Hampton Inn Agoura Hills, Palm Garden Hotel, and Hyatt Regency Westlake.
 - Others Present: Josh Gray (Greater Conejo Valley Chamber of Commerce), Danielle Borja (Greater Conejo Valley Chamber of Commerce), Lauren Melvin (Greater Conejo Valley Chamber of Commerce), Ofelia Flores (Greater Conejo Valley Chamber of Commerce), Cathy Nanadiego (Marketing Maven), Lindsey Carnett (Marketing Maven) and Shayne Wells (Augustine Agency).
 - A quorum was established.
- **Action Item: Approval of the Agenda for October 17, 2023**
 - Motion to approve the Agenda for October 17, 2023 meeting by Ashlie Lohse (Homewood Suites) and seconded by Tony Conte (Courtyard by Marriott Thousand Oaks). The motion passed unanimously with a raised-hand vote.
- **Action Item: Approval of the CVTID Minutes for the September 19th, 2023**
 - Motion to approve the CVTID Minutes for September 19th, 2023 by Tony Conte (Courtyard by Marriott Thousand Oaks) and seconded Kathleen Walk (Hampton Inn Agoura Hills). The motion passed unanimously with a raised-hand vote.
- **Public Comments**
 - There were no public comments.
- **Discussion Item: President/CEO Report**
 - CVTID President/CEO Danielle Borja presented in the President/CEO Report.
- **Discussion Item: Augustine Agency Report**
 - Cathy Nanadiego from Augustine Agency presented the Augustine Agency Report
- **Discussion Item: Marketing Maven Report**
 - Shayne Wells from Marketing Maven presented the Marketing Maven Report.

- **Announcements – CVTID Membership**

- David McGovern (Hyatt Regency Westlake) gives an announcement.
- Kathleen Walker (Hampton Inn Agoura Hills) gives an announcement.

- **Adjourn**

- Chair Kim Cartaino adjourned the meeting at 12:43pm



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.



Conejo Valley Tourism Improvement District Leadership Team Meeting

December 14, 2023 at 12:00pm

Meeting Minutes

1. Call to Order – Vice Chair Tony Conte

- Chair Cartaino called the meeting to order at 12:03pm.

2. Roll Call / Self-Introductions

- Officers present: Kim Cartaino, Ashlie Lohse, Tony Conte, Shelley Baltimore, and Danielle Borja.
- Others present: Josh Gray, Ofelia Flores, Nate Swanson, David McGovern, Steve Price Lounge (85Sixty), Toni Palese (85Sixty), Marie Zanderson (85Sixty), Malika Johnson (85Sixty), Megan Bjeldanes (85Sixty), Christina Wicker (Augustine), and Shayne Wells (Marketing Maven).
- A quorum was established.

3. Action Item: Approval of the Agenda for the December 14, 2023 Meeting

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

4. Action Item: Approval of the Minutes from the August 15, 2023 Meeting and the November 1, 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

- There were no public comments.

6. Discussion Item: President/CEO Report

- Danielle Borja presented the President/CEO Report.

7. Discussion Item: Augustine Agency Report

- Christina Wicker presented the Augustine Agency Report and there were no questions from the committee.

8. Discussion Item: Marketing Maven Report

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

9. Discussion Item: 85Sixty Report

- Steve Prince-Lounge presented the 85Sixty Report and introduced members of the team to CVTID.

10. Announcements – CVTID Leadership Team Members

- Kim Cartaino was congratulated by Danielle Borja on a successful term as chair of the board.

11. Adjourn

- Chair Cartaino adjourned the meeting at 12:40 pm.