



## **Conejo Valley Tourism Improvement District**

Tuesday, May 20, 2025 at 12:00pm

Hampton Inn Agoura Hills

### Meeting Minutes

#### **1. Call to Order – Acting Chair Tony Conte**

- i. Acting-Chair Conte called the meeting to order at 12:04pm.

#### **2. Roll Call**

- i. Board Members Present: Acting Chair Tony Conte and Jessica Szitas (Courtyard by Marriott Thousand Oaks, TownePlace Suites by Marriot Thousand Oaks), Wendy Beemer and Patty Garner (Courtyard by Marriott Agoura Hills, TownePlace Suites by Marriot Agoura Hills), Felix Wang and Natalie John (Thousand Oaks Inn Best Western), Ashlie Lohse (Homewood Suites AH), Grace Strasser (Hampton Inn Agoura Hills), Rob Kravitz (Sheraton), and David McGovern (Hyatt Regency Westlake).
- ii. Others present: Danielle Borja (CVTID), Josh Gray (CVTID), Eric Hunzeker (85Sixty), Toni Palese (85Sixty), Brittnee Kiner (85Sixty), Malika Johnson (85Sixty), Mary Haddad (City of Agoura Hills), Dusty Russell (City of Thousand Oaks), Nellie Cusworth (CRPD), Michael Savvides and Mark Noorzai (Ventura County FC), Shayne Wells (Marketing Maven).and Lindsey Carnett (Marketing Maven).
- iii. A quorum was established.

#### **3. Action Item: Approval of the Agenda for the May 20, 2025 Meeting**

- i. Motion to approve the agenda by Ashlie Lohse and seconded by Natalie John.
- ii. The approval of the agenda passed 7-0-2 with Wendy Beemer abstaining.

#### **4. Action Item: Approval of the Minutes from the March 18, 2025 Meeting**

- i. Motion to approve the minutes from March 18 by David McGovern and seconded by Natalie John.
- ii. The approval of March 18th minutes passed 7-0-2 with Wendy Beemer abstaining.

#### **5. Public Comments**

- i. Nellie Cusworth of CRPD shared information about the region's museums, August Fundraiser, and opportunities for partnerships with the hotels.



- ii. Dusty Russell shared that the City of Thousand Oaks would later that night have a city council workshop on the Downtown project as well as a feasibility study.
- iii. Mary Haddad shared that night that the City of Agoura Hills would be have a wildfire assessment study overview, that a new podcast highlighting youth in the community was launched, and future housing discussions.

**6. The Chair called a recess at 12:12pm. The Board returned at 12:27pm.**

**7. Presentation Item: Ventura County FC with Michael Savvides**

- i. Michael Savvides presented on the Ventura County Football Club, community partners, and the structure of the MLS pro league. He noted the potential business opportunities that could come from their community work and MLS connections.

**8. Action Item: Approval of Q1 2025 CVTID Financials**

- i. Eric Hunzeker presented the Q1 2025 CVTID Financials.
- ii. Motion to approve the Q1 2025 CVTID Financials by Ashlie Lohse and seconded by David McGovern.
- iii. The approval of the Q1 2025 CVTID Financials passed 7-0-2 with Wendy Beemer abstaining.

**9. Discussion Item: President/CEO Report – Danielle Borja**

- i. Danielle Borja presented the President/CEO Report. Danielle shared about the TID photoshoot earlier in May that highlighted horseback riding, cycling, and hiking in the areas natural locations. Danielle shared with the Board that the new website was expected to be launched by the end of May. She noted that Cicily attended the ETA Sports Conference and the CCTC retreat. Danielle shared with the Board about an upcoming road trip initiative in partnership with Monterey and SLO counties with an influencer and giveaway experience. She also shared that Josh and Danielle would be meeting with the organizers of the Ladyface Film Festival the following week who have committed to a second year of the festival.

**10. Discussion Item: Marketing Maven Report**

- i. Shayne presented the Marketing Maven Report.



#### **11. Discussion Item: 85Sixty Report**

- i. Brittnee presented the 85Sixty Report. Brittnee also shared a sneak peek of the upcoming TID website.
- ii. David McGovern asked if the old website links would still work from their own website to Conejo.com. Josh said for any standard or generic links, everything should continue to work. For anything specialized or a unique blog, Josh recommended sharing the link with him so he can verify if it will continue to work.
- iii. Wendy asked to see the Film page and asked when it was expected to be launched. Danielle noted that TID staff were working to add additional visuals to the film page since it was so text heavy. Danielle also noted that the website should be launched by the end of May.

#### **12. Announcements – CVTID Membership Announcements**

- i. None.

#### **13. Adjourn**

- i. The meeting was adjourned at 1:18pm.