



Conejo Valley Tourism Improvement District

Tuesday, September 16, 2025 at 12:00pm

Hyatt Regency Westlake

Meeting Minutes

1. Call to Order –Chair Daniel Yancey

- i. Acting-Chair Conte called the meeting to order at 12:02pm.

2. Roll Call

- i. Board Members Present: Chair Daniel Yancey (Palm Garden Hotel), Vice Chair Tony Conte (Courtyard by Marriott Thousand Oaks, TownePlace Suites by Marriot Thousand Oaks), Wendy Beemer (Courtyard by Marriott Agoura Hills, TownePlace Suites by Marriot Agoura Hills), Natalie John (Thousand Oaks Inn Best Western), Ashlie Lohse (Homewood Suites AH), Rob Kravitz (Sheraton), and David McGovern (Hyatt Regency Westlake).
- ii. Ashlie Lohse and Tony Conte called into the meeting as they were traveling on business.
- iii. Others present: Danielle Borja (CVTID), Josh Gray (CVTID), Eric Hunzeker (85Sixty), Toni Palese (85Sixty), Marie Zanderson (85Sixty), Mary Haddad (City of Agoura Hills), Nellie Cusworth (CRPD), Shayne Wells (Marketing Maven).and Lindsey Carnett (Marketing Maven).
- iv. A quorum was established.

3. Action Item: Approval of the Agenda for the September 16, 2025 Meeting

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

4. Action Item: Approval of the Minutes from the May 20, 2025 Meeting

- i. Motion to approve the minutes from March 18 by David McGovern and seconded by Rob Kravitz.
- ii. The approval of May 20th minutes passed 7-0-2 with Wendy Beemer abstaining.

5. Public Comments

- i. Mary Haddad shared the city is busy with the streetlight conversion project and an emergency preparedness initiative in September. Additionally, an Economic Development plan has been presented to the City Council focused on business-friendly efforts. Wendy asked if Economic



Development would relate to the Downtown Plan, Mary answered it'll depend on what the consultant comes back with. Danielle additionally asked if the Wildlife Crossing will still have an observation deck to help tourism. Mary noted that she'll find out and share the answer.

6. Action Item: Approval of Q2 2025 CVTID Financials

- i. Eric Hunzeker presented the Q2 2025 CVTID Financials.
- ii. Motion to approve the Q2 2025 CVTID Financials by David McGovern and seconded by Rob Kravitz.
- iii. The approval of the Q2 2025 CVTID Financials passed 7-0-2 with Wendy Beemer abstaining.

7. Tony Conte and Ashlie Lohse left the meeting.

8. Discussion Item: President/CEO Report – Danielle Borja

- i. Danielle Borja presented the President/CEO Report. Danielle noted that the CCTC Fall Forum will be local in November and brought to the area through the team's work. Selvin's Restaurant is hosting one of the event's dinners. The TID Board retreat will need to be rescheduled in order to accommodate attendance. The Olympics are about 1000 days away and the team has been a part of meetings on the impact to the area. Transit will be key to any success, especially trains for Conejo Valley. The meetings have been looking at local engagement and how to entertain people in the area. Mid-July will be the greatest influx to our area.
- ii. Cicily shared that she attended Destination CA.
- iii. Chair Yancey asked if Olympics booking out is just a year out and what other hotels are seeing. Wendy said probably not 3 years out from the events, but the Board didn't reach a conclusion on what the timing will be. David McGovern was concerned about scalping and reselling of hotel blocks around the Games.

9. Discussion Item: Marketing Maven Report

- i. Shayne presented the Marketing Maven Report.

10. Discussion Item: 85Sixty Report

- i. Marie presented the 85Sixty Report.



- ii. Daniel asked if there are any AI models looking to be used by the TID or 85Sixty. Marie noted nothing for the website specifically, but 85Sixty is looking for ways to incorporate AI. Lindsey noted that GEO is an SEO answer to shaping AI model is becoming more a part of planning.

11. Announcements – CVTID Membership Announcements

- i. David McGovern said Drop Yard is going to get moving and happy to show people after the meeting. It should be open by the end of the year with a consistently rotating group of food trucks.
- ii. Rob Kravitz noted that the Sheraton renovation will be starting on 10/6/25 beginning with the 5th floor and a 6 month timeline to complete. The lobby will change but everything else will be standard updates.

12. Adjourn

- i. The meeting was adjourned at 1:05pm.