



## **Conejo Valley Tourism Improvement District**

Tuesday, October 21, 2025 at 12:00pm

Courtyard by Marriott Agoura Hills

### Meeting Minutes

#### **1. Call to Order –Chair Daniel Yancey**

- i. Acting-Chair McGovern called the meeting to order at 12:10 pm.

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

- i. Board Members Present: Acting Chair David McGovern (Hyatt Regency Westlake), Wendy Beemer and Joe Sullivan (Courtyard by Marriott Agoura Hills, TownePlace Suites by Marriot Agoura Hills), Natalie John and Felix Wang (Thousand Oaks Inn Best Western), Ashlie Lohse (Homewood Suites AH), Rob Kravitz (Sheraton), Grace Strasser (Hampton Inn AH), and Ashley Montgomery (Hampton Suites TO).
- ii. Others present: Danielle Borja (CVTID), Josh Gray (CVTID), Eric Hunzeker (85Sixty), Marie Zanderson (85Sixty), Shayne Wells (Marketing Maven) and Lindsey Carnett (Marketing Maven).
- iii. A quorum was established.

#### **3. Action Item: Approval of the Agenda for the October 21<sup>st</sup>, 2025 Meeting**

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

#### **4. Action Item: Approval of the Minutes from the September 16<sup>th</sup>, 2025**

##### **Meeting**

- i. Motion to approve the minutes from September 16th by Ashley Montgomery and seconded by Ashlie Lohse.
- ii. The approval of September 16th minutes passed 7-0-2 with Wendy Beemer abstaining.

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

- i. None.

#### **6. Action Item: Approval of Q3 2025 CVTID Financials**

- i. Eric Hunzeker presented the Q3 2025 CVTID Financials.
- ii. Motion to approve the Q3 2025 CVTID Financials by Rob Kravitz and seconded by Ashley Montgomery.



- iii. The approval of the Q3 2025 CVTID Financials passed 7-0-2 with Wendy Beemer abstaining.

**7. Action Item: 2025 Board Meeting Date Change – TID Retreat**

- i. Josh Gray presented 2025 Board Meeting Date Change for the 2025 TID Retreat from November 19th to November 11th.
- ii. Motion to approve the amended 2025 Board Meeting Date Change by Ashley Montgomery and seconded by Rob Kravitz.
- iii. The approval of the amended 2025 Board Meeting Date Change passed 7-0-2 with Wendy Beemer abstaining.

**8. Action Item: 2024 Wire Fraud Update and Offer**

- i. Danielle Borja presented the 2024 Wire Fraud Update and Offer. US Bank has offered \$30K to close the wire fraud case. CVTID is not able to obtain Fraud Insurance until the open case is closed.
- ii. Felix Wange asked how the Fraud situation was accounted for, Danielle noted that in 2024 it was an unbudgeted loss while an accepted offer would be a 2025 unexpected income.
- iii. Motion to approve the US Bank Wire Fraud Offer by Ashlie Lohse and seconded by Rob Kravitz.
- iv. The approval of the US Bank Wire Fraud Offer 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 noted that the CCTC Fall Forum will be local in November and brought to the area through the team's work. Lots of local investments including Amgen breaking ground in the coming weeks on their \$600 million project and the Conejo Summit project, a 15 building industrial complex, moving through Thousand Oaks City Council. The team is developing 2026 plans for the TID, Marketing Maven, and 85Sixty.
- ii. Cicily shared that she attended the CalTravel Summit. Meeting with industry experts, some notable takeaways included domestic travel flat from 2024 and 2023, international down 11.8%, Canada down 20% and



Mexico up 11%. Cicily will be attending the Visit CA Board Meeting tomorrow down in Dana Point.

iii. Chair

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

i. Shayne presented the Marketing Maven Report.

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

i. Marie presented the 85Sixty Report.

ii. Wendy inquired about the number of Instagram and TikTok followers being low for the TID. It was determined that the Board report had a typo and that the numbers were closer to 11K with 1% growth rather than just over 1000 followers.

**12. Announcements – CVTID Membership Announcements**

i. Wendy Beemer formally introduced Joe Sullivan to their team and the TID. Joe is a Thousand Oaks local and previously worked in the region including in Ventura at the Crowne Plaza hotel.

**13. Adjourn**

i. The meeting was adjourned at 12:54pm.