



## **Conejo Valley Tourism Improvement District Leadership Team Meeting**

January 27, 2026 at 12:00pm

### Meeting Minutes

1. **Call to Order –Chair Tony Conte**
  - Chair Conte called the meeting to order at 12:01 pm.
2. **Roll Call / Self-Introductions**
  - Officers present: Chair Tony Conte, Vice Chair David McGovern, Secretary Rob Kravitz and Treasurer Ashley Montgomery.
  - Absent:
  - Others present: Danielle Borja (CVTID), Josh Gray (CVTID), Eric Hunzeker (CVTID), Daniel Yancey (Palm Garden), Ashlie Lohse (Homewood Suites), Felix Wang (TO Inn), Toni Palese (85Sixty), Nate Leach (85Sixty), Malika Johnson (85Sixty), Amy Brink (City of Agoura Hills), Rick Gibson (Conejo Chamber Board of Directors), and Shayne Wells (Marketing Maven)
  - A quorum was established.
3. **Action Item: Approval of the Agenda for the January 27, 2026 Meeting**
  - Motion to approve the January 27<sup>th</sup> agenda by David McGovern and seconded by Ashley Montgomery.
  - Roll Call Vote:
  - Aye: Chair Tony Conte, Vice Chair David McGovern, Secretary Rob Kravitz and Treasurer Ashley Montgomery
  - Nay:
  - Absent:
  - Motion approved on a 4-0 roll call vote.
4. **Action Item: Approval of the Minutes from the August 19th, 2025 Meeting.**
  - Motion to approve the minutes from the August 19th, 2025 meeting by David McGovern and seconded by Tony Conte.
  - Roll Call Vote:
  - Aye: Chair Tony Conte, Vice Chair David McGovern, Secretary Rob Kravitz and Treasurer Ashley Montgomery
  - Nay:
  - Absent:
  - Motion approved on a 4-0 roll call vote.
5. **Public Comments**
  - Amy Brink thanked Visit Conejo Valley for sponsoring the Ladyface Film Festival and is excited for its impact for Agoura Hills and the region.
6. **Discussion Item: President/CEO Report**

- Danielle Borja presented the President/CEO Report. Visit Conejo Valley is sponsoring the Ladyface Film Festival again in 2026 which is relocating to Cinepolis, nice central location, extended to four days, and is finalizing films right now. Great Race also sponsored by CVTID on April 11, about 4K runners into the area.
- Cicily Kind noted a HelmsBriscoe FAM trip at the end of April to Conejo Valley, roughly 25-30 meeting planners are expected. Cicily also shared an updated 2026 conference schedule plan for Visit Conejo Valley highlighting a great mix of media, industry, sports, and meetings scheduled for 26'. Cicily also showed the team's work on LA28 CA meeting venues platform that highlights listings that the Conejo Valley offers for meeting planners related to the 2028 Olympics.
- Daniel Yancey asked Cicily about the LA28 CA meeting venues platform and if it would have hotels listed. Cicily noted that hotels with meeting spaces are the top priority for inclusion since that's the purpose of the platform.

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

- Toni Palese first introduced a new 85Sixty Primary Point of Contact Nate Leach, who will take lead on the Visit Conejo Valley account now for 85Sixty. Toni then presented the 85Sixty Report. Toni noted that website numbers that Organic Search, Referral, and Paid Search have played a part in site visits with Organic specifically being impacted by AI summary models impacting. Toni noted that 85Sixty is doing a deep dive into why but also noted that seasonal traffic and a decrease in spending for certain months play a part in web traffic.
- Daniel Yancey asked if there were any advantages or disadvantages that 85Sixty found between the 24' strategy compared to 25', Toni noted that 25' was better about consistency in spending and seeing overall growth throughout the year compared to 24' that saw ups and downs.

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

- Shayne Wells presented the Marketing Maven Report. Shayne noted several PR pitches to media outlets and possible Visit California highlights. Shayne also noted IMM North America that Visit Conejo Valley sent Lindsey Carnett to the conference and was able to pitch to several top media outlets.
- Danielle noted that Visit Conejo Valley and Marketing Maven

**9. Announcements – CVTID Leadership Team Members**

- Chair Conte noted that Towneplace properties have started the renovations for 2026.
- Daniel Yancey noted that Selvin's has transitioned to Sottee Sorelee.
- Tony asked how everyone's Y/Y numbers were. Others noted that January has been a tough month compared to 2025.

**10. Adjourn**

- Chair Yancey adjourned the meeting at 12:51 pm.