Conejo Valley Tourism Improvement District
Leadership Team Meeting

April 14, 2026 at 12:00pm

Meeting Minutes

1. **Call to Order –Chair Tony Conte**
   - Chair Conte called the meeting to order at 12:00 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), Grace Strasser (Hampton Inn AH) Madeline Cardin (TO Inn), Nate Leach (85Sxity), Malikah Johnson (85Sixty), and Shayne Wells (Marketing Maven)
   - A quorum was established.
3. **Action Item: Approval of the Agenda for the April 14, 2026 Meeting**
   - Motion to approve the April 14th agenda by David McGovern and seconded by Rob Kravitz.
   - 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 January 27, 2026 Meeting.**
   - Motion to approve the minutes from the January 27, 2026 meeting by Rob Kravitz 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.
5. **Public Comments**
   - No public comments.
6. **Discussion Item: CLU Capitol/Marketing Investment Update**
   - Danielle Borja provided context for past CLU contributions and relationships. There is still $25,000 due to CLU later this year and noted some suggestions

from the retreat in 2025. Track and Field was of interest during the retreat since it does not currently exist at CLU right now. CLU is trying to work with us on where the remaining $25,000

- CLU has a $10 million project and needs $5 million to start construction and goal to start by EOY. Discussed VCV logo being on the Field for contribution.
- Danielle Borja noted that the Press Box option may fit the needs for a more public facing option. Danielle would like the Board's opinion on if there's a preference for short term bigger, splashy branding options or more permanent installations.
- Chair Conte said he likes the idea of a permanent installation for VCV. Ashlie Lohse agreed.
- Madeline shared that Felix believes the project will be complete by end of 2027 due to negotiations with Olympic foreign teams. Chair Conte noted it sounds more promising than previously thought and Treasurer Kravitz agreed.
- Danielle Borja noted the timeline is aggressive and the fundraising has been going well for CLU.
- There was interest from the Board in Danielle Borja to continue conversations with CLU and pursue options on what financing could look like.

7. **Discussion Item: President/CEO Report**
   - Danielle Borja presented the President/CEO Report. Extended the billboard contract for the "Welcome to Conejo Valley" sign.
   - Josh Gray shared about the soon to be released "The Original Road Trip to the Soccer World Championship" which is a joint partnership between Visit Conejo Valley, Central Coast Tourism Council, and 3 Central Coast DMO partners. The group hired influencer Kaylyn Kyle, a former Canadian National Soccer team member, Olympian, and professional soccer broadcaster on AppleTV to take a 5-day, 4-night road trip up the Central Coast. The initiative expanded from 2 reels and 4 stories to 5 Reels and 5 stories as well as including the 5th Reel as a summary Reel with Visit CA as a core collaborator to extend the initiatives reach. There is a sweepstakes for one lucky winner that will run April 20th to May 15th with goodies from up and down the Central Coast. Josh noted Shayne of Marketing Maven's work in locating Kaylyn and coordinating the contract and influencer effort as well as Nate Leach from 85Sixty in coordinating "The Original Road Trip" Landing page and sweepstakes for the region's push. Josh also noted that at the CCTC Annual Retreat the partners were all thrilled at the work done so far and lifted Visit Conejo Valley as the region's leading expert on FAM trips and regional coordination.
8. **Discussion Item: 85Sixty Report**
   - Nate Leach presented the 85Sixty Report. Danielle Borja applauded 85Sixty's work on building website traffic and the fantastic success seen thus far.
9. **Discussion Item: Marketing Maven Report**

- Shayne Wells presented the Marketing Maven Report. Chair Conte noted a lot of exciting things coming.

10. **Announcements – CVTID Leadership Team Members**
    - No announcements.
11. **Adjourn**
    - Chair Yancey adjourned the meeting at 12:44 pm.