# Conejo Valley Tourism Improvement District
# Leadership Team Meeting

June 16, 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), Madeline Cardin (TO Inn), Toni Palese (85Sxity), Malikah Johnson (85Sixty), and Shayne Wells (Marketing Maven).
   - A quorum was established.
3. **Action Item: Approval of the Agenda for the June 16, 2026 Meeting**
   - Motion to approve the June 16th 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 April 14, 2026 Meeting.**
   - Motion to approve the minutes from the April 14, 2026 meeting 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.
5. **Public Comments**
   - No public comments.
6. **Discussion Item: President/CEO Report**
   - Danielle Borja presented the President/CEO Report. TID billboard live and Visit CA newsletter went out. Downtown Thousand Oaks meeting coming up

next Tuesday. Danielle attended the Visit CA Board meeting at the beginning of June. Visit CA is hiring new CEO this Summer. Q1 2026 was strongest quarter in history of tracking and US is the only country seeing decrease internationally. Lots of talk around K-shaped economy with high end travel doing very well. There is legislation at the federal level to exempt TSA from future budget shutdowns at the national level. Ongoing challenges in the wine industry and Visit CA has started a taskforce to work to address. Room demand is up 4% and CA is outperforming the USA on all metrics so far. Mexico up 6%, oversees down 2% and Canada down 21%. Positive momentum on Highway 1 reopening and Route 66 centennial. Family travel is highest spending travel segment so Visit CA is working hard to engage. FIFA sold 5 million tickets and 80% of hotels saw trailing projections. Visit CA focusing lions share of dollars into domestic travel.

- Josh Gray gave a DM Reimbursement update noting that there was an accounting error when converting the logs from 2025 to 2026. Hotels have been notified and the records corrected. Every hotel has been offered an individual meeting to go over their Direct Marketing Account and answer any questions they have.
- The Conejo Chamber was in Sacramento doing advocacy with local legislators and raised concerns and opposition to a state bill that would require hotels to post the presence of ICE or Border Patrol on a “Knows or should have known” basis making hotels into a political battleground and risking the safety of hotel staff.

7. **Discussion Item: 85Sixty Report**
   - Toni Palese presented the 85Sixty Report.. Website traffic saw a substantive increase with large increases in ranking, SEO, and conversions. AI continues to decrease organic traffic. VCA Sojern May co-op saw over 1 million impressions for an $8K spend, +200K video views, 1000 website sessions, and 14 booking clicks.
8. **Discussion Item: Marketing Maven Report**
   - Chair Conte noted that he needed to leave the meeting (12:46pm) and that Vice Chair McGovern would take over as acting Chair.
   - Shayne Wells presented the Marketing Maven Report. Pitch concepts are focused on wine tasting, eateries, family activities, and Just off the 101 campaign.
9. **Announcements – CVTID Leadership Team Members**
   - No announcements.
   - Hyatt informal groundbreaking for the Drop Yard tomorrow at 4pm. No timeline yet for formal start.
10. **Adjourn**
    - Acting-Chair McGovern adjourned the meeting at 12:55 pm.