Conejo Valley Tourism Improvement District
Leadership Team Meeting

July 21, 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), Cicily Kind (CVTID), Madi Bodhidatta (CVTID), Gina Tretcher (Civitas), Daniel Yancey (Palm Garden), Ashlie Lohse (Homewood Suites), Grace Strasser (Hampton Inn Agoura), Felix Wang (TO Inn), Toni Palese (85Sxity), and Shayne Wells (Marketing Maven).
   - A quorum was established.
3. **Action Item: Approval of the Agenda for the July 21, 2026 Meeting**
   - Motion to approve the July 21st agenda by Rob Kravitz, 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 June 16th, 2026 Meeting.**
   - Motion to approve the minutes from the June 16th, 2026 meeting by David McGovern and seconded by Rob Kravitz.
   - Treasurer Montgomery left the meeting before the vote.
   - Roll Call Vote:
   - Aye: Chair Tony Conte, Vice Chair David McGovern, Secretary Rob Kravitz and Treasurer Ashley Montgomery.
   - Nay:
   - Absent:
   - Motion approved on a 3-0-1 roll call vote.
5. **Public Comments**
   - No public comments.
   - Treasurer Montgomery returned to the meeting.

- Ashlie Lohse shared that their hotel has an opening in the GM position.

6. **Discussion Item: Legal Counsel on CVTID Renewal and Possible Expansion**
   - Gina from Civitas presented on the item. Staff showed the timelines of the renewal process for the District and to include the City of Westlake Village during the renewal.
   - Daniel Yancey asked if there was consideration to increase the TBID fee? Danielle noted its possible to see if the TID wants to increase the assessment but hasn't been determined at this time.
   - Gina noted there are multiple ways to do it to have automatic increase or discretionary option of the Board on increases. Normal for 10 year terms.
   - Daniel Yancey noted the District is an easy sell especially ramping up with upcoming regional events.
   - Danielle asked if the Board would like to agendize the topic further at another meeting. Ashley mentioned she'd like to see comp set for the assessment to see if an increase is possible and give the option.
   - Daniel asked if other districts are also renewing at this time. Gina responded that its individualized on each district, but Ventura she believes recently went through renewal in the last year or so.
   - Danielle asked if any hotels are interested in exploring increasing the assessment. Daniel says he'd like to see what other districts are doing and doesn't want to be the only one to remain competitive. David asked if it's the option to do it or if we have to do an increase. Gina responded that its up to the hotels to decide.
7. **Discussion Item: President/CEO Report**
   - Danielle Borja presented the President/CEO Report. Congratulated Ashley on her promotion as well as Ashley and Shayne Wells on being 40 under Forty.
   - Danielle gave an update on the Thousand Oaks Downtown vote from June and an upcoming referendum. Danielle noted the Chamber itself is active on the issue and working to present a counter-narrative to the referendum. Danielle shared some images of the project after questions about what the images would look like.
   - Danielle showed a recent KTLA highlight segment and shared that Z-cards and other creative materials are being distributed shortly.
   - Danielle noted Visit CA has a new CEO previously leading tourism efforts in New York City.
8. **Discussion Item: 85Sixty Report**
   - Toni Palese presented the 85Sixty Report. Website Traffic increased 80% Y/Y. Impressions and clicks increased up to 5%; booking sessions increased 21%.Meta and TikTok generated 17,600 clicks combined. Continued efficiency gains in creative social content, with the blog page remaining the strongest traffic driver. Year-over-year (2025 vs. 2026) website sessions by channel showed consistent growth in traffic to the site.

9. **Discussion Item: Marketing Maven Report**
    - Shayne Wells presented the Marketing Maven Report. Promoting family and summer activities, the 101 campaign, FIFA concept, as well as the wildlife crossing. Visit CA landing page was updated for Visit Conejo Valley. Underwood, Apricot Lane, and Malibu Wines were all accepted for pending publications. Also coordinating an upcoming FAM trip from AZ highlighting CV as a great road trip and destination for AZ travelers. That lead came from IMM after the January conference in NY.
10. **Announcements – CVTID Leadership Team Members**
    - Rob Kravitz noted that the public space renovation has started at the Sheraton going until the beginning of September and the rooms are all done.
11. **Adjourn**
    - Vice Chair McGovern adjourned the meeting at 1:05pm.