Conejo Valley Tourism Improvement District

Tuesday, May 19th, 2026 at 12:00pm
Hampton Inn & Suites
Thousand Oaks, Thousand Oaks, CA 91320

Meeting Minutes

1. **Call to Order – Chair Tony Conte**
    i. Chair Conte called the meeting to order at 12:04pm.
2. **Roll Call**
    i. Board Members Present: Chair Tony Conte (Courtyard by Marriott Thousand Oaks, TownePlace Suites by Marriot Thousand Oaks), Joe Sullivan (Courtyard by Marriott Agoura Hills, TownePlace Suites by Marriot Agoura Hills), Madeline Carden and Marlon (Thousand Oaks Inn Best Western), Daniel Yancey (Palm Garden Hotel), Barry Dorsey (Homewood Suites), Ashley Montgomery (Hampton Inn Thousand Oaks), Grace Strasser (Hampton Inn Agoura Hills), and Ella Hanstead Meadors (Hyatt Regency Westlake).
    ii. Others present: Danielle Borja (CVTID), Josh Gray (CVTID), Cicily Kind (CVTID), Eric Hunzeker (85Sixty), Nate Leach (85Sixty), Akbar Alikhan (City of Thousand Oaks), Mary Haddad (City of Agoura Hills), Patricia Jones (New West Symphony), Barnaby Cooker, and Shayne Wells and Lindsey Carnett (Marketing Maven).
    iii. A quorum was established.
3. **Action Item: Approval of the Agenda for the March 24th, 2026 Meeting**
    i. Motion to approve the agenda by Barry Dorsey and seconded by Grace Strasser.
    ii. The approval of the agenda passed 8-0-2 with Joe Sullivan abstaining.
4. **Action Item: Approval of the Minutes from the February 17th, 2026 Meeting**
    i. Motion to approve the minutes from February 17th, 2026 by Ashley Montgomery and seconded by Madeline Carden.
    ii. The approval of the minutes passed 8-0-2 with Joe Sullivan abstaining.
5. **Public Comments**
    i. Patricia Jones shared a 250 America packet and shared upcoming dates.
6. **Presentation Item: Guest Speaker Akbar Alikhan, Thousand Oaks Deputy City Manager on the Thousand Oaks Downtown Project**

i. Akbar Alikhan shared a presentation on the Thousand Oaks Downtown Project.
ii. Tony Conte asked Akbar what brand of hotel might be for the hotel in the downtown space. Akbar said that isn't known at this time but probably bidding in the near future.
iii. Barry Dorsey asked when the groundbreaking will be. Akbar noted that entitlements will be in May/June, 6 months for RFP, and late 2027 for the groundbreaking.

7. **Action Item: 2025 Excess Budget Allocation**
   i. Josh Gray presented on opportunities for the Board with excess funds to invest in the "Welcome to Conejo Valley" billboard, the 101 Campaign, as well as other alternatives.
   ii. Tony Conte noted he liked the proposals and the "Welcome to Conejo Valley" billboard. Ashley Montgomery said she like the 101 things to do off the 101 campaign concept and the billboard sign.
   iii. Tony Conte asked about the HelmsBriscoe trip. Cicily noted that the meeting planners are being brought up following their conference in LA. The FAM trip will be 203 days with horseback riding, tour hotels, dining, then return them to LAX. The goal is for them to bring future conferences to the region.
   iv. Ashley Montgomery asked when Cicily's role times out. Staff answered that it is the end of 2027.
   v. Tony Conte moved approval of applying excess funds in the amount of $30,000 toward the 101 Campaign and $20,000 to the HelmsBriscoe FAM tour, and $~40K to the billboard noted in the presentation
   vi. The approval of the motion passed 7-0-2 with Joe Sullivan abstaining.
8. **Discussion Item: President/CEO Report – Danielle Borja**
   i. Danielle Borja presented the President/CEO Report.
   ii. Cicily Kind talked about the Visit CA Outlook Forum experience.
9. **Discussion Item: Marketing Maven Report**
   i. Shayne presented the Marketing Maven Report.

10. **Discussion Item: 85Sixty Report**
    i. Nate presented the 85Sixty Report.
11. **Announcements – CVTID Membership Announcements**
    i. Tony Conte noted that Thousand Oaks Towneplace finished their lobby remodel.
12. **Adjourn**
    i. The meeting was adjourned at 1:26pm.