

**Camarillo Hotel and Tourism Association
Annual Board Meeting
January 10, 2019
Time: 10:00 a.m. - 1:00 p.m.**

**BKM Office Environments
816 Via Alondra, Camarillo, CA 93012**

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

BROWN ACT NOTICE: 10:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Yuliana Gonzalez at (805-484-4383 x 104) at least 48 hours prior to the meeting.

AGENDA

1. **Call to order**
2. **Public comment**
3. **Approval of Consent Agenda**
 - a. Approve CHTA Board meeting minutes for December 13, 2018. [**Action**]
4. **Financials**
 - a. Review and approve financial reports for the month of December 2018. [**Action**]
5. **New Business**
 - a. **Board Elections/Signing of Board Member Responsibility Agreement**
 - i. Nominate and vote on Board of Directors 2019 slate [**Action**]
 - b. **2019 CHTA Operating Budget**
 - i. Review and approve annual budget for 2019 [**Action**]
 - c. **Winter/Spring Media Buy 2019 Creative**
 - i. Review and approve creative artwork for upcoming media buy [**Action**]
 - d. **Old Town Camarillo Beer March**

- i. Review and vote on Beer March participation [**Action**]
 - e. **Kiosk Ribbon Cutting- February 28, 2019**
 - i. Discuss detail of upcoming ribbon cutting ceremony (update)
6. **Old Business:**
 - a. **New Website/ Kiosk** (update)
 - i. Discuss website progress and timeline
 - b. **Civitas and CHTA renewal** (update)
 - i. Discuss details of renewal process
7. **Reports**
 - a. Review STR Report November 2018
 - b. Executive Director Report- Summary of December 2018
 - i. BBM&D Update
 - ii. Meeting with PCSC
 - iii. February Meeting Date
 - c. Ventura County Lodging Association
 - d. Summary of Marketing Committee
 - e. Summary of Website Analytics December
 - f. Summary of Social Media Analytics December
 - g. Summary of Newsletter Analytics December
8. **Hotel Updates/Member Comments**
9. **Annual Retreat Begins**
 - a. Ashlee Akers from Verdin Marketing will lead our brand development seminar.
10. **Adjournment**