

**Camarillo Hotel and Tourism Association
Board of Directors Meeting
February 15, 2019
Time: 2:00 p.m. - 3:30 p.m.**

**Camarillo Chamber of Commerce
2400 E. Ventura Blvd., Camarillo, CA 93010**

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 January 10, 2019. [**Action**]
4. **Financials**
 - a. Review and approve financial reports for the month of January 2019. [**Action**]
 - b. 2019 CHTA Operating Budget - Review and approve annual budget for 2019 [**Action**]
5. **New Business**
 - a. **Miracle League - SPECIAL PRESENTATION**
 - b. **Tourism Marketing District Plan**
 - i. Review Tourism Marketing District Plan Draft [**Action**]
 - c. **Brand Development**
 - i. Review Marketing Committee Branding Recommendations [**Action**]
 - d. **CA 101 Guide**

- i. Review CA 101 Guide Co-op Opportunity [**Action**]
- e. **New Website Social Promotion**
 - i. Review and approve budget [**Action**]
- f. **Board Meeting Times**
 - i. Discuss meeting time change [**Action**]
- 6. **Old Business:**
- 7. **Reports**
 - a. Review STR Report December 2018
 - b. Executive Director Report- Summary of January 2019
 - i. Financial Audit
 - ii. New Website/Kiosk update
 - iii. Kiosk Ribbon Cutting update
 - iv. 4th Annual Beer March update
 - c. Ventura County Lodging Association
 - d. Camarillo Old Town Association
 - e. Summary of Marketing Committee
 - f. Summary of Website Analytics December
 - g. Summary of Social Media Analytics December
 - h. Summary of Newsletter Analytics December
- 8. **Hotel Updates/Member Comments**
- 9. **Adjournment**