

Camarillo Hotel and Tourism Association
Board of Directors Meeting
March 14, 2019
Time: 1:00 p.m. - 2:30 p.m.

Courtyard Marriott Camarillo
4994 Verdugo Way, 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 February 15, 2019. [**Action**]
4. **Financials**
 - a. Review and approve financial reports for the month of February 2019. [**Action**]
5. **New Business**
 - a. **Tourism Marketing District Plan**
 - i. Review Tourism Marketing District Plan Draft and vote on approval [**Action**]
 - b. **Board Meetings Location**
 - i. Discuss meeting location change [**Action**]
 - c. **Local Events Sponsorships**
 - i. Casa Pacifica Festival – Pinot Noir Sponsorship (\$2,500) [**Action**]
 - ii. Wings Over Camarillo – VIP Chalet Sponsor (\$8,000) [**Action**]

- d. Itinerary Planner**
 - i. Discuss Big Behavior Itinerary Option **[Action]**
- e. Miracle League of the 805**
 - i. Discuss association investment in project
- 6. Old Business**
 - a. Media Buy Budget Increase**
 - i. Winter/Spring 2019 Media Buy – Increase by \$6,775.97 **[Action]**
 - b. New Website Update and Promotion**
 - i. Update on Scavenger Promotion and website (update)
- 7. Reports**
 - a. Review STR Report January 2019
 - b. Executive Director Report- Summary of February 2019
 - i. Media Visit – Homegrown Adventures
 - c. Ventura County Lodging Association
 - i. Tradeshow attendance – IPW
 - d. Camarillo Old Town Association
 - e. Summary of Marketing Committee
 - f. Summary of Website Analytics February
 - g. Summary of Social Media Analytics February
 - h. Summary of Newsletter Analytics February
- 8. Hotel Updates/Member Comments**
- 9. Adjournment**