

**Camarillo Hotel and Tourism Association
Board of Directors Meeting
May 16, 2019
Time: 1:00 p.m. - 2:30 p.m.**

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

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 April 18, 2019. [**Action**]
4. **Financials**
 - a. Review and approve financial report for the month of April 2019. [**Action**]
5. **New Business**
 - a. **Interactive Self-Service Touchscreen Project Scope**
 - i. Review Project Details [**Action**]
6. **Old Business**
 - a. **Summer/Fall Media Buy Budget**
 - i. Media Buy Budget Approval [**Action**]
 - b. **Tourism Marketing District Plan Renewal**
 - i. Resolution of Intention: April 24, 2019 - **DONE**

ii. Public Meeting: May 22, 2019 - **[Update]**

iii. Final Hearing: June 12, 2019

c. Visa Vue Visitor Spending Behavior Analysis

i. Q1 – Q4 **[Update]**

7. Reports

a. Review STR Report March 2019

b. Executive Director Report- Summary of April 2019

c. Ventura County Lodging Association

d. Camarillo Old Town Association

e. Summary of Marketing Committee

f. Summary of Website Analytics April

g. Summary of Social Media Analytics April

h. Summary of Newsletter Analytics April

8. Hotel Updates/Member Comments

9. Adjournment