

Executive Board

JOSEPHINE WILLIAMS

Board Chair
Residence Inn by Marriott

MARY OTTEN

Treasurer
Pleasant Valley Recreation & Park District

MELLANY ARBUES

Secretary
Sonesta Select Camarillo

Directors

VACANT

Board Member

TIFFANY NOORDA

Board Member
Hampton Inn & Suites

GEORG WINKLER

Board Member
City of Camarillo

JULIET KONG

Board Member
Bella Capri Inn & Suite

Agenda

CAMARILLO HOTEL & TOURISM ASSOCIATION

1. **Call to Order**
2. **Public Comment**
3. **Approval of Consent Items**
 - a. Approval of Board of Directors Meeting Minutes for December 2, 2021 **[Action]**
4. **Financial Report**
 - a. Review and Approve Financial Report for December 2021 **[Action]**
5. **New or Unfinished Business**
 - a. Proposed 2022 Board of Directors Slate **[Action]**
 - b. Strategic Direction Survey Results
 - c. Sunny Days are Here Campaign
6. **Reports**
 - a. STR Report
 - b. Executive Director Report
 - c. Ventura County Lodging Association
 - d. Summary of Marketing/Analytics
7. **Hotel Updates/Member Comments**
8. **Adjournment into Closed Session**
 - a. Executive Director Performance Evaluation
9. **Reconvene Open Session**
10. **Adjournment**

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. The organization posts agenda/ meeting notices at Camarillo Hotel and Tourism Association, 4001 Mission Oaks Blvd., Suite B, Camarillo, CA 93012.

In compliance with the Ralph M. Brown Act and the American with Disabilities Act, if you need a disabled-related modification, accommodation, or other special assistance to participate in this meeting, please contact Yuliana Gonzalez at (805) 764-2121. Reasonable advance notification of the need for accommodation prior to the meeting (48 hours advance notice is preferable) to enable reasonable arrangements to be made.