

**Camarillo Hotel and Tourism Association
Board of Directors Annual Meeting
January 16, 2020
10:30 a.m. - 1:00 p.m.**

**Courtyard by Marriott Camarillo
4994 Verdugo Way, 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 (805-764-2121) at least 48 hours prior to the meeting.

AGENDA

1. **Call to order**
2. **Public comment**
3. **CHTA/Verdin Immersion Session**
 - a. Brand Refresh and Marketing Plan
 - b. 2020 Media Plan [**Action**]
4. **Approval of Consent Agenda**
 - a. Approve CHTA Board meeting minutes for December 12, 2019. [**Action**]
5. **Financials**
 - a. Review and approve financial report for the month of December 2019. [**Action**]
6. **New Business**
 - a. **CHTA Bylaws Periodic Review**
 - i. Review recommended changes
 - b. **Board Elections/Signing of Board Member Responsibility Agreement**

i. Nominate and vote on Board of Directors 2020 slate [**Action**]

c. 2020 CHTA Operating Budget

i. Review and approve annual budget for 2020 [**Action**]

7. Board Meeting Dates & Times

a. Discuss Meeting Options

8. Old Business

9. Reports

a. STR Report

b. Executive Director Report

c. Ventura County Lodging Association

d. Camarillo Old Town Association

e. Summary of Marketing Committee

f. Summary of Analytics

10. Hotel Updates/Member Comments

11. Adjournment