

Executive Board

JOSEPHINE WILLIAMS

Board Chair  
Residence Inn by Marriott

MARY OTTEN

Treasurer  
Pleasant Valley Recreation & Park District

MELLANY ARBUES

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Courtyard by Marriott Camarillo

Directors

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Board Member  
Camarillo Chamber of Commerce

GEORG WINKLER

Board Member  
City of Camarillo

JULIET KONG

Board Member  
Bella Capri Inn & Suites

TIFFANY NOORDA

Board Member  
Hampton Inn & Suites Camarillo

## Agenda

### CAMARILLO HOTEL & TOURISM ASSOCIATION

1. Call to Order–Roll Call
2. Public Comment
3. Approval of Consent Items
  - a. Approval of Meeting Agenda for October 15, 2020 [Action]
  - b. Approval of Board of Directors Meeting Minutes for August 20, 2020 [Action]
4. Financials
  - a. Review and Approve Financial Report for August and September 2020 [Action]
5. New or Unfinished Business
  - a. Board Seat - City of Camarillo
  - b. California Tourism Assessment
  - c. Brand Launch Update - Camarillo Sweepstakes
  - d. Q1 + Q2 Visa Vue Analysis
  - e. COVID-19 Recovery and Response
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

**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.**