

**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**  
Camarillo Chamber of Commerce

**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–Roll Call**
2. **Public Comment**
3. **Approval of Consent Items**
  - a. Approval of Meeting Agenda for January 21, 2021 **[Action]**
  - b. Approval of Board of Directors Meeting Minutes for December 17, 2020 **[Action]**
4. **Financials**
  - a. Review and Approve Financial Report for December 2020 **[Action]**
5. **New or Unfinished Business**
  - a. Officer Elections **[Action]**
  - b. Fund Policy Statement **[Action]**
  - c. Bylaw Amendments
  - d. 2021 Marketing and Media Plan **[Action]**
  - 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.**