

Executive Board

JOSEPHINE
WILLIAMS

Board Chair
Residence Inn by
Marriott

MARY OTTEN

Treasurer
Pleasant Valley
Recreation &
Park District

MELLANY
ARBUES

Secretary
Courtyard by
Marriott Camarillo

Directors

GARY CUSHING

Board Member
Camarillo Chamber of
Commerce

GEORG
WINKLER

Board Member
City of Camarillo

JULIET KONG

Board Member
Bella Capri Inn &
Suites

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 December 17, 2020 **[Action]**
 - b. Approval of Board of Directors Meeting Minutes for November 19, 2020 **[Action]**
4. Financials
 - a. Review and Approve Financial Report for November 2020 **[Action]**
5. New or Unfinished Business
 - a. Fund Policy Statement - Draft
 - b. 2021 Marketing and Media Plan Update
 - c. 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.