



Call and Notice of Meeting of the SV-TMD  
Holiday Inn Express  
2550 Erringer Rd  
Simi Valley, CA 93065  
Thursday, December 21, 2017  
10:00 a.m.

- I. Welcome/Call to Order
- II. Roll Call
- III. Public Comments
- IV. Tempest Agency
- V. Approval of Minutes
- VI. Financial Report
- VII. Executive Director's Report
  - a. Tempest Report
  - b. Social Media Update
  - c. SEO/SEM Update
  - d. Committee Retreat – Strategic/Marketing Plan 2018-2019
- VIII. Room Night Generator- Ad Hoc committee report
  - a. Visit Simi Valley Video Project
- IX. SVCTA Tour Operator Convention Schedule 2018
- X. Chamber of Commerce Travel groups to visit Simi Valley
- XI. New Business
- XII. Committee Comments
- XIII. Adjourn

**NOTICES**

**BROWN ACT:**

*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 Caroline Gibson at (805) 526-3900 at least 48 hours prior to the meeting.

**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 on 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 SV-TMD. The Agenda provides a general description and staff recommendations; however, the SV-TMD may take action other than what is recommended.

**DOCUMENTATION:**

Copies of staff reports or other written documentation, relating to each item of business described in this Agenda, are posted to the Chamber's website at [www.simivalleychamber.org](http://www.simivalleychamber.org) and are on file and available for public inspection, during normal business hours, in the office of Simi Valley Chamber of Commerce at 40 West Cochran Street, Suite 100, Simi Valley, CA 93065.

State of California )  
County of Ventura )ss  
City of Simi Valley )

I declare under penalty of perjury that I posted this Agenda of the SV-TMD on the front door and conference room door of the Simi Valley Chamber of Commerce, 40 West Cochran Street, Suite 100, Simi Valley, CA 93065, not less than 24 hours prior to the meeting pursuant to Government Code Section 54956

On 12/18 at 2:15 PM By:   
Layma Askarzoi, Director of Tourism, SVCTA