



Call and Notice of Meeting of the SV-TMD
40 West Cochran Street Suite 100
Simi Valley, CA 93065
Thursday, April 19, 2018
10:00 AM

- I. Welcome/Call to Order**
Terri Blumberg Calls the meeting to order at 10:16AM
- II. Roll Call**
Melanie Salvsen Jackson, Rana Ghadban, Keith Mashburn, Marcelo Bustos, Terri Blumberg
- III. Public Comments**
No public comments
- IV. Approval of Minutes**
Melanie Salvsen Jackson motions to approve the minutes, Keith Mashburn seconds, all approve
- V. Financial Report**
Marcelo bustos motions to approve financial reports, Keith Mashburn seconds, all approve
- VI. Executive Director's Report**
Layma Askarzoi presents Executive Directors report
 - a. Social Media Update**
Layma Askarzoi presented report
 - b. SEO/SEM Update**
Layma Askarzoi presented report
 - c. TMD Renewal**
Layma Askarzoi discussed with committee about the renewal
 - d. Action Items**
 - i. Photography**
Keith Mashburn motions to approve to hire Ana Montgomery for photography,
Rana Ghadban seconds
 - ii. Election of officers**
Committee discussed the officers on the committee.
- VII. Branding Presentation/Discussion**
Lauren Weiss presents and has an open discussion with the committee about the rebrand.
- VIII. Room Night Generator- Ad Hoc committee report**
 - a. Visit Simi Valley Video Project**
Rough cut of the videos were presented to the committee.
- IX. New Business**
Melanie Salvsen Jackson discusses new happenings with the Ronald Reagan Presidential Library and Museum
- X. Committee Comments**
No committee comments
- XI. Adjourn**
Terri Blumberg adjourns the meeting at 11:46AM

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 Layma Askarzoi at (805) 526-3900 at least 48 hours prior to the meeting.