



Minutes Meeting of the SV-TMD
40 West Cochran Street Suite 100
Simi Valley, CA 93065
Thursday, July 12, 2018
10:00 AM

- I. Welcome/Call to Order**
Terri Blumberg calls to order at 10:05AM
- II. Roll Call**
Terri Blumberg, Keith Mashburn, Melanie Salvesen-Jackson, Rana Ghadban, Layma Askarzoi, Brian Reed
- III. Public Comments**
No public comments
- IV. Approval of Minutes**
Keith Mashburn motions to approve the minutes, Rana Ghadban seconds, all in favor
- V. Financial Report**
Layma Askarzoi reviewed the financial report. Brian Reed Motions to approve, Melanie Salvesen-Jackson seconds, all in favor.
- VI. Executive Director's Report**
Layma Askarzoi presented executive director's report.
 - a. Social Media Update**
 - b. SEO/SEM Update**
 - c. Outdoor Gathering Restrictions Ordinance**
- VII. Action Items**
 - a. TMD Renewal- Financial**
Marcelo Bustos motions to approve the reallocation of funds from advertising/media buy, photography/video, website, and agency & creative service to create a line item for TMD Renewal with CIVITAS. Keith Mashburn seconds. All in favor
 - b. Small marketing Meetings Conference FAM Tour**
Rana Ghadban motions to approve up to a \$10,000 sponsorship of the FAM Tour. \$5,000 sponsorship, with Receipts 20 hotel rooms, transportation , not to exceed \$10,000. Brian Reed seconds, all in favor.
- VIII. Room Night Generator- Ad Hoc committee report**
 - a. Visit Simi Valley Video Project**
Layma Askarzoi presented the videos produced
- IX. New Business**
No new business reported
- X. Committee Comments**
Rana Ghadban updated the committee on the economic development committees concerns on highway off ramp clean up.
- XI. Adjourn**
Terri Blumberg adjourns meeting at 11:05AM