



Minutes of Meeting of the SV-TMD
40 West Cochran Street Suite 100
Simi Valley, CA 93065
Thursday, June 28, 2018
10:00 AM

- I. Welcome/Call to Order**
Terri Blumberg calls SVCTA meeting to order at 10:11AM
- II. Roll Call**
Rana Ghadban, Melanie Salvesen-Jackson, Terri Blumberg, Shawna Bowman, Brian Reed, Marcelo Bustos
- III. Public Comments**
No public attendance/comments
- IV. Approval of Minutes**
Brian Reeds motions to approve May 2018 minutes, Shawna Bowman seconds, all in favor
- V. Financial Report**
Brian Reed motions to approve financial reports, Melanie Salvesen-Jackson seconds, all in favor
- VI. Executive Director's Report**
Layma Askarzoi presents Executive Directors report. Executive Director report is available in the SVCTA offices.
 - a. Social Media Update**
 - b. SEO/SEM Update**
 - c. Branding**
Marcelo Bustos motions to approve SVCTA new branding, Brian Reed seconds, Melanie Salvesen-Jackson abstained, all in favor.
 - d. Website**
 - e. Bill AB1761**
SVCTA to draft opposition letter on behalf of SVTCA Committee
Marcelo Bustos motions to approve, Rana Ghadban seconds, all in favor
- VII. Action Items**
 - a. TMD Renewal**
Shawna Bowman Motions to approve hiring Civitas for \$25,000, Marcelo Bustos seconds, all in favor.
- VIII. Room Night Generator- Ad Hoc committee report**
 - a. Visit Simi Valley Video Project**
Layma Askarzoi updated the committee on the Simi Valley videos.
- IX. New Business**
Melanie Salvesen-Jackson updates the committee on small meeting market FAM Tour opportunity in Ontario, CA. Committee rescheduled July committee meeting from July 26, to July 12 to vote on Small Marketing Meeting Conference FAM Tour opportunity.
- X. Committee Comments**
No committee comments
- XI. Adjourn**
Terri Blumberg adjourns at 10:55AM