Call and Notice of Meeting of the SV-TMD
40 West Cochran Street Suite 100
Simi Valley, CA 93065
Thursday, May 31, 2018
10:00 AM

I. Welcome/Call to Order
Terri Blumberg Calls meeting to order 10:10AM

II. Roll Call
Terri Blumberg, Brian Reed, Rana Ghadban, Layma Askarzoi, Keith Mashburn, Shawna Bowman, Melanie Salvesen-Jackson, Marcelo Bustos

III. Public Comments
No public comments

IV. Approval of Minutes
Keith Mashburn moves to approve the minutes, Rana Ghadban seconds, all approve

V. Financial Report
Keith Mashburn moves to approve the financial report Brian Reed seconds, all approve

VI. Executive Director's Report
Layma Askarzoi presented executive directors report. All items are available for review at the SVCTA offices.

a. Social Media Update
b. SEO/SEM Update
c. Review photography
d. Branding

VII. Action Items

a. Marketing
Keith Mashburn motions to approve Searle Creative for online marketing Melanie Salvesen-Jackson seconds, all approve

b. TMD Renewal
Committee recommends staff to look into alternatives, consultants for TMD, Ad-hoc committee for TMD Renewal

VIII. Room Night Generator- Ad Hoc committee report

a. Visit Simi Valley Video Project
Layma Askarzoi updates committee on video project.

IX. New Business
Melanie Salvesen-Jackson updates the committee on IPW, Ronald Reagan Presidential Library and Museum updates, Brian Reed updates committee on the Chamber's Cal Chamber trip to Sacremento.

X. Committee Comments
Keith Mashburn updated the committee on ICSE Show
Layma Askarzoi updated the committee on NASC, Simi Youth Baseball, CalCup.
Briand Reed updated committee on fields.

XI. Adjourn
Meeting adjourned at 11:35AM

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.

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 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_____ at _____ By:_____

Layma Askarzoi, Director of Tourism, SVCTA