



SVCTA Steering Committee Meeting

Thursday, October 26, 2017, 10 AM

Simi Valley Chamber of Commerce, Conference Room

Attendance:

Keith Mashburn, Liz Rhea, Terri Blumberg, Marcelo Bustos, Rana Ghadban, Samantha Shapiro

Welcome

Terri Blumberg called meeting to order at 10:02 a.m.

I. Roll Call

Above present.

II. Public Comments

No public comments were made.

III. Tempest Agency

Website report on file in SVCTA Office. There was a discussion on the newsletter pop-up icon on the website. Views are up 120% from last year.

IV. Approval of Minutes

MSC, K. Mashburn, R. Ghadban

V. Financial Report

Rana Ghadban presented report. Report on file in SVCTA office. MSC: K. Mashburn, R. Ghadban.

a. Check from the city was higher than budgeted.

b. Need to work on a budget for 2018. K. Mashburn, M. Salvesen, R. Ghadban to discuss next year's budget.

VI. Executive Director Report

Rana Ghadban presented the Executive Director Report:

-Tempest report area of concern; 5 hours of web support per month included in contract

-SEO and Google Ad Words cost about \$150 month from other agencies

-David Knight from Marketing 360 performed a spider crawl of website

-Discussion to move hosting of website to Axicom

-Motion to move web hosting from Tempest. MSC, L. Rhea, R. Ghadban

-Print media needs to be redesigned; current brochure reflects old "Stay in Simi" branding, not "Visit Simi Valley"; will discuss with 5 Mile Media

-Social Media and Blog Writing; there is a company that will write 4 blogs a month for \$300 and a company that will write 20 blog posts a week (1 time a day every week day) for \$300. There is money in the budget to hire these two companies.

-Motion to approve spending \$300 a month on social media and \$300 a month on blogs for three months and then evaluate after the 90 days on the success. MSC: K. Mashburn, L. Rhea

VII. Room Night Generator Ad-hoc committee

R. Ghadban met with the City regarding the video project; the company will include an additional day of shooting for no extra charge. A schedule of filming will be emailed to the City Council members. The video production company is providing the storyboard, not providing actors.

VIII. SVCTA Tour Operator Convention Schedule 2018

An overview of the money spent at the 2017 conventions was distributed. After each convention, there should be a thorough report given and market research done to evaluate the effectiveness. The budget can address these costs next year.

IX. Chamber of Commerce Travel Groups to visit Simi Valley

Need a tour operator if there is to be a travel group to Simi Valley. Currently there is no package. The Reagan library has a package without the flight included.

X. New Business

M. Bustos suggested finding a way to attract and promote other weekends and holidays for night stays; discussed sports tournaments over holiday weekends. T. Blumberg suggested it would be nice to find a way to figure out what the SVCTA is doing for hotels specifically, because the budget comes from the hotels. R. Ghadban made a recommendation to work on the budget and hold a planning retreat; bring in a marketing consultant to help address these concerns. The retreat will be on December 21 from 10:00 AM – 2:00 PM at the Holiday Inn Express.

Meeting adjourned at 11:30 p.m. Next meeting is November 16, 2017 at 10:00 a.m. at SV Chamber.