



SVCTA Steering Committee Meeting

Thursday, April 27, 2017, 10 AM

Simi Valley Chamber of Commerce, Conference Room

Attendance:

Caroline Gibson (staff), Tiffany Noorda, Carol Torres, Rana Ghadban, Dean Kunicki, Wendy McAfee, Tim Lasure, Terri Blumberg

Welcome

Wendy McAfee called meeting to order at 10:13 a.m.

I. Roll Call

Above present. Absent: Keith Mashburn, Melanie Salvesen Jackson

II. Public Comments

None

III. Tempest Agency

Website report on file in SVCTA Office.

IV. Approval of Minutes

MSC with the following amendment, that the financial report was seconded by Tiffany Noorda rather than Tim Lasure. T. Noorda, R. Ghadban

V. Financial Report

Caroline Gibson presented report. Report on file in SVCTA office. MSC: Rana Ghandban, Tiffany Noorda

VI. Executive Director Report

- NBC 4 Project underway and will premier in May. To ask city and other partners to place Road Trippin' segment on their website.
- Street Fair, 5/13/17, giving out logo'd grocery bags
- IPW on track, new trade show booth under construction.
- Tempest Tourism Academy coming in June in Long Beach, CA. Board members welcome to attend.
- SYTA show prep for August 2017
- CalCup, purchased inside front cover advertising space. New San Cai MiddleLand blog published.
- Website, working on new pages for golf and family activities.
- SVCTA will welcome new intern in June.
- Working on putting together film commission. Working with Jeff Morris of Big Sky Movie ranch. Tour to take place 4/28, T. Lasure and T. Noorda to attend.

VII. Room Night Generator Ad-hoc committee

T. Lasure gave an overview of meeting that took place 3/30/017, minutes on file. Presented CMRE promotion of their newest construct “The Point,” showcasing the city and reasons to move business to Simi Valley. Discussion on how to help recruit businesses:

- Create brochure, video other collateral for realtors to use.
- Rate comparison with surrounding cities to make sure we are competitively priced.
- Reach out to businesses in undesirable cities, example Vernan.
- Create a sales team of realtors.
- Sponsor a commercial realtor event, FAM tour.
- Create an Outlook Forum for Simi Valley

VIII. New Business

R. Ghadban shared an opportunity for SVCTA to sponsor a new folder the SVCC is creating for new members at \$1, 500.00. Will put motion to reallocate funds on May 2017 agenda.

W. McAfee requested post Cal Cup meeting. Suggest the SVCTA consider facilitating the reservation system rather than GameTime.

Meeting adjourned at 11:50 a.m. Next meeting is May 25, 2017 at 10:00 a.m. at SV Chamber.