



**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.**