



SVCTA Steering Committee Meeting

Thursday, May 25, 2017, 10 AM

Simi Valley Chamber of Commerce, Conference Room

Attendance:

Caroline Gibson (staff), Keith Mashburn, Rana Ghadban, Dean Kunicki, Melanie Salvesen Jackson, Tim Lasure

Welcome

Tim Lasure called meeting to order at 10:11 a.m.

I. Roll Call

Above present. Absent: Tiffany Noorda, Carol Torres, Terri Blumberg

II. Public Comments

Nate Daniels with 5 Mile Media; Todd Huffman with Pipeline Digital and Al Alfieri with Gold Coast Media introduced themselves, their digital companies and took questions from the board.

III. Tempest Agency

Website report on file in SVCTA Office. Questions about “low performance numbers.” Other views that site comparable to competing sites and still growing at 300% YOY growth. C. Gibson to refer to Tempest.

IV. Approval of Minutes

MSC, R. Ghadban and M. Jackson

V. Financial Report

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

- a. Motion to add \$1,600.00 to seminar budget for attendance to Tempest Tourism Academy. Funds will be allocated from the following line items, Trade Show Other and Outlook Forum. MSC: R. Ghadban, K. Mashburn
- b. Motion to purchase SVCC folder sponsorship at \$1,500.00. MSC with the amendment that SVCTA logo will be on front of folder. MSC: D. Kunicki, T. Lasure

VI. Executive Director Report

- NBC 4 Project live, everyone pleased with results.
- Street Fair, 5/13/17, success, all 500 bags gone. Next year may partner with Reagan rather than have our own booth.
- IPW coming up. New booth complete and in Washington D.C.
- SYTA show prep for August 2017
- Website, pages for golf and family activities live along with new home page video.
- SVCTA will welcome new intern in June.

VII. Room Night Generator Ad-hoc committee

- Closed Session – Review of RFPs for upcoming video project from 5 Mile Media, Gold Coast Media, Pipeline Digital Media, Jonothan McGee and Edge 9 Media. RFP are on file in the SVCTA office for review. An example video of each company was played. Rates ranged from \$4,000.00 to \$35,000.00 for the complete project of creating a marketing campaign of 3-5 videos.

Conclusion, the price ranges were too broad. Board directs to reach out to Melissa Giller of RR Library and David Ralph of SV Cultural Arts Club to get their suggested budgets. No motion called, will place on next month's agenda.

VIII. New Business

None

Meeting adjourned at 12:30 p.m. Next meeting is June 29, 2017 at 10:00 a.m. at SV Chamber.