



## **SVCTA Steering Committee Meeting**

Thursday, July 28, 2017, 10 AM

Simi Valley Chamber of Commerce, Conference Room

### **Attendance:**

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

### **I. Welcome**

Tim Lasure called meeting to order at 10:06 a.m.

### **II. Roll Call**

Above present. Absent: Tiffany Noorda, Carol Torres

### **III. Public Comments**

M. Jackson shared her experience and compliments to Quail Ranch after attending a wedding recently.

### **IV. Tempest Agency**

C. Gibson went over Tempest report; see report on file in SVCTA office. Also, compared site to similar destination sites and we are tracking nicely. One city with a 14 year old site was at 11,000 visitors per month and SV is already at 3,000 within seven months.

### **V. Approval of Minutes**

MSC, K. Mashburn, M. Jackson

### **VI. Financial Report**

M. Jackson presented report. Report on file in SVCTA office. C. Gibson received check from city for last quarter of 2016 and first quarter of 2017 for a total of \$155,682.88. MSC: D. Kunicki and R. Ghadban.

IPW over budget by \$2,767.96 for under estimated shipping and storage fees. Motion to move \$2,767.96 from Media-Magazine to IPW to balance - MSC: R. Ghadban and D. Kunicki.

### **VII. Executive Director Report**

-Video project set to complete in October. Planning premier at Studio Movie Grill.

-NBC4 Campaign ran 5/15-6/25/17 and was a success with over 3 Million viewers, 800+ views on Facebook/YouTube, 150 hits on VisitSimiValley.com, Reagan Library's Titanic exhibit up 11% over Vatican exhibit and hotels seeing a 10% increase in occupancy over last year.

-Motion to continue advertising through end of summer for \$3,000 – MSC: K. Mashburn, M. Jackson.

-Motion to move \$3,000.00 from Media-Magazine in the budget to cover NBC4 increased campaign expense – MSC: D. Kunicki, R. Ghadban

- Website updates include event calendar thru 12/17, 7 blogs posted including Wedding Guide, 2 newsletters sent, new partners added, received 2 leads.
- SYTA show coming 8/26-8/30. Sharing Reagan Library educational opportunities, partnered with StarLine Tours in Hollywood to offer package.
- Publications – Middleland Magazine, 2<sup>nd</sup> blog post. Grand Vista welcomed first Chinese Tour group with 170 guests for 3 nights.
- Organic reach Ca Wedding Day continues to highlight SV properties and Discover LA featured us on their blog on website and social media feed.
- SFVBJ half page ad with article
- Expressed need for new board members, to reach out to Marcello at Holiday Inn Express, invite to lunch with Terri, Tim and Dean. Further suggestions to identify potential from the park district or incoming Hyatt Place with Rising Realty project.

### **VIII. Room Night Generator Ad-hoc committee**

- T. Lasure shared an idea about the park district developing a community center.
- K. Mashburn to inquire about land between Waste Management and Big Sky for a possible site.

#### **a. Video Project**

T. Lasure gave an assessment of the four potential agencies. D. Kunicki shared concern that the budget may not be high enough to produce the highest quality video.

Motion to hire 5 Mile Media to produce the Visit Simi Valley video project – MS: M. Jackson, T. Blumberg. In favor: M. Jackson, K. Mashburn, T. Lasure, T. Blumberg Opposed: D. Kunicki (R. Ghadban absent)

### **IX. New Business**

- An aquarium is being built in the Janss Mall.

### **X. Board Comments**

- K. Mashburn met with owner of Fairfield shopping centers and shared that the new model for success includes several entertainment options, medical centers and a residential component.

**Meeting adjourned at 12:05 p.m. Next meeting is August 24, 2017 at 10:00 a.m. at SV Chamber.**