



SVCTA Steering Committee Meeting

Thursday, August 24, 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 10:08 a.m.

II. Roll Call

Above present.

III. Public Comments

M. Jackson shared the success of the Reagan Library's Titanic exhibit. Secretary of Labor inducted President Reagan into the Labor Hall of Fame, 8/24/17, with press conference at the Library.

IV. Tempest Agency

C. Gibson went over Tempest report; see report on file in SVCTA office.

V. Approval of Minutes

MSC, K. Mashburn, D. Kunicki

VI. Financial Report

M. Jackson presented report. Report on file in SVCTA office. MSC: T. Blumberg and K. Mashburn.

VII. Executive Director Report

-Attended SYTA show, made great contacts and partnered with Team L.A. Pres. of Team L.A. to visit Reagan Library.

-Tiffany Noorda has resigned her position as Vice Chair of the SVCTA. She has accepted a GM position at the Hampton Inn in Camarillo.

-Summer intern Mecca Holts returns to school this month. She will continue to work on a more limited scale for us throughout the coming semester. Mecca accomplished a lot and C. Gibson will get her resume for everyone to distribute.

-Working on Video Project. Met with CBRE.

-4 Blogs posted

-Partnered with Red Hot Celebrations website that reaches out to groups looking for festivals.

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VIII. Room Night Generator Ad-hoc committee

Open discussed ensued about Video Project. Highlights are:

- Identify speaking points
- Give City questions in advance, scripts
- Reach out to Justin Weaver
- Increase the budget. Make an amazing video to leverage our awareness to the City.
- Develop funding for reaching out to major business.
- Idea to reach out to Vernon and identify similar cities.
- Get resident testimony, success stories
- School system important. Reach out to Tiffany Morris with VC Innovated for ideas.

IX. New Business

-Reach out to Rising Reality one owner of Hyatt franchise comes on board.

-It's guaranteed that Rising Reality cannot build the residential until the hotel breaks ground and comes back to council for approval.

X. Board Comments

-K. Mashburn shared the plan to take down the East Macy's at the Simi Valley Towne Center and build a residential development.

-R. Ghadban shared that the folders were done and thanked the SVCTA for their sponsorship.

Meeting adjourned at 11:25 a.m. Next meeting is September 26, 2017 at 10:00 a.m. at SV Chamber.