

SVCTA Meeting
September 28th – Meeting Notes

Attendance:

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

Welcome

The meeting was called to order at 9:40 AM

- I. **Roll Call**
Above Present
- II. **Public Comments**
- III. **Tempest Agency**
Caroline Gibson went over the Tempest Report; report on file in the SVCTA office.
- IV. **Approval of Minutes**
Keith Mashburn said there is no need to approve minutes at further meetings.
- V. **Financial Report**
Melanie Salvesen went over the financial report. Report on file in the SVCTA office. Melanie motions to approve. Dean seconds. All in favor.
- VI. **Executive Director's Report**
 - Caroline Gibson announced the SVCTA received the check from the city at 20% over budget.
 - Hotel properties have gone up 10%
 - Caroline met someone at SYTA who does tours out of Hollywood and they discussed increasing revenue by hosting an event
 - Caroline reported about postponing the filming for the video project. The video project is an invitation for businesses and travelers to come to Simi Valley.
- VII. Room Night Generator Ad-hoc committee
 - a. Open discussion about the SVCTA video project. Rana reported that the Shop Local Video will be separated from the SVCTA video project due to the suggested increase in cost for the video.
 - b. Tim made a motion regarding the additional \$10,000. Since the Shop Local Video and SVCTA video will be separate, there is no need for the motion.
- VIII. **Other Business**
 - Dean asked about the new Rising Realty Hyatt Place project
 - Melanie reported on the National Defense Forum at the Reagan Library
 - The library will hold a Christmas Tree Exhibit. The Titanic exhibit leaves January 7th.
 - Keith was approached by Simi Valley Youth on help regarding paving their parking lot
 - Melanie asked about the Chamber's Travel with the Chamber program

Meeting Adjourned – 11:03 AM