



Minutes of Meeting of the SV-TMD

40 West Cochran Street Suite 100

Simi Valley, CA 93065

Thursday, October 25, 2018

10:00 AM

- I. **Welcome/Call to Order**
 - a. Terri Blumberg Calls meeting to order at 10:02AM
- II. **Roll Call**
 - a. Terri Blumberg, Shawna Bowman, Rana Ghadban, Keith Mashburn, Brian Reed, Brandi (in for Marcelo Bustos), Melanie Salvesen Jackson
- III. **Public Comments**
 - a. No public comments
- IV. **Approval of Minutes**
 - a. Brian Reed motions to approve minutes with typos fixed, and header. Rana Ghadban seconds, all in favor
- V. **Financial Report**
 - a. Rana Ghadban motions to approve financial reports, Melanie Salvesen Jackson seconds. All in favor.
- VI. **Executive Director's Report**
 - a. Layma Askarzoï presented executive directors report
 - b. **Digital Marketing update**
 - i. Layma Askarzoï presented digital marketing update within the executive director's report.
- VII. **Action Items**
 - a. **Chinese Tourism**
 - b. Keith Mashburn updated the committee on Chinese Travel & tour . Discussed giveaway item to send to China. Rana motions to purchase 60 Ronald Reagan gold coins. Brian Reed seconds. All in favor.
- VIII. **New Business**
 - a. Rana Ghadban updates the committee on Shawna Bowman serving as the SVTA committee liason to the Chamber Board of Directors. Shawna Bowman will also be the incoming SVTA Committee chair.
- IX. **Committee Comments**
 - a. No committee comments
- X. **Adjourn**
 - a. Terri Blumberg adjourns the committee meeting at 10:30AM.