



Minutes of the SV-TMD
40 West Cochran Street Suite 100
Simi Valley, CA 93065
Thursday, January 24, 2019
10:00 AM

- I. Welcome/Call to Order**
Shawna Bowman called meeting to order at 10:05AM.
- II. Roll Call**
Layma Askarzoi, Brian Reed, Sun Choi, Brandi Ruiz, Kathi VanEtten, Shawna Bowman, Keith Mashburn, Melanie Salvesen-Jackson
- III. Public Comments**
No public comments
- IV. Approval of Minutes**
Brian Reed motions to approve minutes from December meeting, Keith Mashburn seconds all in favor.
- V. Financial Report**
Brian Reeds motions to approve the financial reports from December, Melanie Salvesen Jackson seconds, all in favor.
- VI. Executive Director's Report**
Layma Askarzoi presented Executive Director's report.
 - updated the committee on advertising placements
 - changes made to the VisitSimiValley.com homepage, new call to actions
 - Digital marketing highlight: Holiday giveaway campaign Visit Simi Valley received 657 unique newsletter sign ups.
 - Layma Askarzoi reported on the SEO/SEM results for the month of December: 3,643 impressions, 126 clicks, 3.46% click through rate.
 - Layma Askarzoi reported on google analytics report for month of December: 2,827 users, 2,735 new users, 0:01:30 average duration on website.
 - Layma Askarzoi reported on Facebook engagement total of 1,094 page likes up by 37 from previous month.
 - Layma Askarzoi presented Searle Creative's online marketing report
- VII. New Business**
Melanie Salvesen Jackson updated the committee on the upcoming exhibits at the Reagan Library. Melanie Salvesen Jackson updates the committee on a National Tour Association silent auction item opportunity for Simi Valley.
- VIII. Committee Comments**
Melanie Salvesen Jackson thanked Layma Askarzoi for PR efforts. Kathi VanEtten thanks Courtyard by Marriott Simi Valley team, Best Western Posada Royale as well as Ronald Reagan Library and Museum team for participating in the Chamber of Commerce silent auction and providing items to giveaway.
- IX. Adjourn**
Shawna Bowman calls meeting to adjourn at 10:51AM.