

**Minutes of**  **Meeting of the SV-TMD**

**Thursday, March 28, 2019 10:00 AM**

1. **Welcome/Call to Order**

Shawna Bowman called meeting to order at 10:13AM

1. **Roll Call**

Brian Reed, Shawna Bowman, Layma Askarzoi, Keith Mashburn, Kathi Van Etten, Felix Wang (guest)

1. **Public Comments**

Felix Wang spoke to the committee on the rising property and the possibility of his company developing a hotel on the property.

1. **Approval of Minutes**

Brian Reed motions to approve minutes, Kathi Van Etten seconds. Motion passed

1. **Financial Report**

Brian Reed motions to approve minutes, Keith Mashburn seconds. Motion passed.

1. **Executive Director’s Report**

Layma Askarzoi presented the executive director’s report.

-Showcased new advertising campaign

-SEO/SEM impressions 5,269, 177 clicks, 3,36% CTR.

-the VisitSimiValley.com website had a total of 3,547 users and a total of 3,431 new users.

-Facebook has a total of 1,141 total page likes and 1,147 page followers.

1. **New Business**

Keith Mashburn updates committee on TMD renewal. Shawna Bowman suggests a hashtag campaign within the hotels and area attraction sites.

Kathi Van Etten mentions the possibility of having tourism training for hotel staff.

1. **Committee Comments**

No committee comments

1. **Adjourn**

Meeting adjourned at 11:02AM