



Minutes of Meeting of the SV-TMD  
40 West Cochran Street Suite 100  
Thursday, February 25, 2019  
10:00 AM

**I. Welcome/Call to Order**

Shawna Bowman calls meeting to order at 10:04AM

**II. Roll Call**

Brian Reed, Layma Askarzoi, Keith Mashburn, Sun Choi, Shawna Bowman, Kathi VanEtten  
Guests: Dorina Timbol, Brian Gordon, Su-Lin Rubalcava, Angela Fogg

**III. Public Comments**

-Su-lin Rubalcava from Ventura County Office of Education presented to committee the Ventura County Hospitality week April 22-26,2019. The hospitality week consists of a one day class at a hotel. Hotels will need to sign up by 1<sup>st</sup> week of March.

- Angela Fogg presented to the committee the needs of film tourism/marketing in Simi Valley. Angela also presented the value of filming in Simi Valley and how important Simi Valley is to the film industry.

**IV. Approval of Minutes**

Brian Reed motions to approve minutes, Keith Mashburn seconds. All in favor.

**V. Financial Report**

Brian Reed motions to approve financial reports, Sun Choi seconds. All in favor.

**VI. Executive Director's Report**

Layma Askarzoi presented the Executive Director's report.

-Layma updated the committee on new advertising placements

-Digital Marketing highlights

-Simi Valley Romance Giveaway: the call to action campaign we received 1,215 email sign ups.

-2019 Events and Festivals in Simi Valley post on Facebook

- People Reached: 25,615

- Post engagements: 696

- Layma Askarzoi updated the committee on the SEO/SEM report

-Layma Askarzoi updated the committee on the Google Analytics

-Layma Askarzoi updated the committee on Digital marketing stats.

**VII. Action Items**

**a. Film Tourism**

Layma Askarzoi updated the committee on a Simi Valley Films Committee meeting in which Layma Askarzoi and Kathi VanEtten attended. After the meeting concluded Layma Askarzoi was approached by various meeting attendees in support of the SVCTA staffing this initiative. Layma Askarzoi recommends to expand on Film Tourism. Keith Mashburn recommends to move forward with the guidance of the City Attorney's office. Kathi VanEtten motions to approve with the recommendations of the City Attorney's office , Brian Reed seconds. All in favor.

**b. Photography**

Layma Askarzoi presented the Just Shoot Me presentation to the committee. Keith Mashburn motions to decline on the offer from Just Shoot Me, Brian Reed seconds. All in favor.

**VIII. New Business**

Shawna Bowman updated the committee on the film hotel booking at the Courtyard Marriott. Shawna Bowman mentions the possibility of a hashtag campaign.

**IX. Committee Comments**

Layma Askarzoï updates committee on city council hearing for the Simi Valley Tourism Marketing District intent to renew.

**X. Adjourn**

Shawna Bowman calls meeting to adjourn at 11:17AM.