



Minutes Meeting of the SV-TMD

Zoom Virtual Meeting

Zoom meeting ID: 912 8300 2201

Thursday, August 26, 2021

10:00 AM

- I. Welcome/Call to Order**
Meeting Called to order at 10:03AM
- II. Roll Call**
Layma Askarzoï, Fabiane Bodart, Keith Mashburn, Kathi Van Etten, Melissa Giller, Laura Ballatoni
- III. Public Comments**
No Public Comments
- IV. Approval of Minutes**
Kathi VanEtten motions to approve the minutes, Keith Mashburn seconds, all in favor. Motion Passed.
- V. Approval of Financial Reports**
Layma Askarzoï presented the financial reports. Laura Ballatoni motions to approve financial reports, Kathi VanEtten seconds, all in favor motion passed.
- VI. Move funds from checking's into saving's**
Keith Mashburn motions to approve moving \$200,000.00 into Savings account, Kathi VanEtten seconds, all in favor, motion passed.
- VII. Executive Director's Report**
Layma Askarzoï presented the executive director's report. Highlighting advertising for upcoming Superbowl in LA region this includes, suggested advertising campaigns, possible campaigns with Uber, Lyft and social media campaigns.
- VIII. New Business**
No new business
- IX. Committee Comments**
Melissa Giller updated the committee on Reagan Library's mandates for events. Keith Mashburn updated tourism committee on the council moving back to virtual council meetings, as well as approval for hotel property behind the Junkyard.
- X. Adjourn**
Meeting adjourned at 10:50AM.