



**Minutes of Meeting of the SV-TMD  
Simi Valley Chamber of Commerce**

**40 W. Cochran Street  
Suite 100  
Simi Valley, CA 93065  
Thursday, October 24, 2024  
10:00 AM**

**I. Welcome/Call to Order**

Anthony Angelini called meeting to order at 10:00 AM.

**II. Roll Call**

Anthony Angelini (Simi Valley Chamber), Laura Ballantoni (RSRPD), Luis Garibay (City of Simi Valley), Atefeh Kamankesh (Courtyard Marriott), Tricia Legaspi (Ronald Reagan Presidential Library), Amilcar Rivera (Best Western Posada Royale), Kathi Van Etten (Simi Valley Chamber),

**III. Public Comments**

**IV. Executive Director's Comments**

Anthony Angelini gave an update on events from September and October including the SIMI Film Festival, Metropolitan Fashion Week, and Oktoberfest. All three events were highlighted specifically for their success as a driver of ticket sales outside of Simi Valley. The Oktoberfest organizers claim that 79% of online ticket sales had an address listed outside of the city limits.

Angelini presented the new economic development promotional video titled, "Simi Valley: A Day in the Life" and heard comments from the group on the potential uses for the video. Conversations with hotel management and city staff highlighted a declining use of local hotels for corporate and business travel. Hotel management agreed pursuing this as a marketing tool would have numerous reciprocal benefits to the hospitality industry. The total cost of the video was \$35,000.

Angelini then reported on the social media growth and current online presence. Visit Simi Valley continues to grow online in nearly every metric and has reached record numbers of engagement on Instagram and Facebook. Our Google Ads continue to be the main driver of visitors to our website.

Finally, Angelini reported on the September occupancy rates. Simi Valley's occupancy in September was 79.6%, which was in-line with regional trends in Los Angeles (79.5%), Thousand Oaks (79.5%), and outperforming statewide and national trends (California 71.4%; United States 62.9%). However, average daily Rate (ADR) for Simi Valley hotels remains stagnant at \$144.56 and is not keeping in line with inflation.

**V. Action Items**

**a. Approval of Minutes**

Kathi Van Etten moved to approve the minutes from the August meeting. Tricia Legaspi seconded. Motion passed unanimously.

**b. Approval of Financial Report**

Kathi Van Etten moved to approve the financial report. Laura Ballantoni seconded. Discussion was held on whether or not financial reports needed to be voted on for legal purposes or whether they should just be included in the executive director's report and it was concluded that they do not need to be action items on future agendas. Approval of financial report for September passed unanimously.

**VI. New Business**

**VII. Adjourn**

Anthony Angelini adjourned the meeting at 10:45 AM.