



SVCTA Steering Committee Meeting

Thursday, December 15, 2016

Simi Valley Chamber of Commerce, Conference Room

“Just remember what you have exposed when you have your head in the sand.”

Attendance:

Caroline Gibson (staff), Tiffany Noorda, Cody Kehoe, Melanie Salvesen Jackson, Terri Blumberg, Rana Ghadban, Dean Kunicki, Wendy McAfee

Welcome

Wendy McAfee called meeting to order at 10:07 a.m.

I. Roll Call

Above present

II. Public Comments

M. Salvesen-Jackson: Reagan Library’s new exhibit, Titanic, will open January 8, 2018. A bill passed in 1986 forbidding the pillaging of the sunken ship. The items on display will be from survivors and replicas of the actual boat.

P. Silverman: The launch party was terrific.

III. Tempest Agency

Tempest report up 197%, organic increased 297% and mobile up 616%. Top landing Film and Wedding pages, 2,000 visits to website. Top traffic source is google and VC Star from story. RR Library and Quail Ranch are on top of outbound clicks. Blog gained traction from wedding and RR Library election related content. Sessions per city, half session came from L.A. Round Up, Cajun Fest will be the next push for content on website. Approved \$49,900 but approve \$42,000 and moved advertising to another company. Signed with 99.1 The Ranch to begin advertising. W. McAfee suggests we partner with LA Bureau and Convention Center and find the person who sales Ventura. R. Ghadban suggests VICA and will introduce C. Gibson to group.

IV. Approval of Minutes

Change new RR Library exhibit opens May 27, 2017.

MSC: M. Jackson Salvenson, K. Mashburn

V. Financial Report

C. Koehoe, we have a new format. Discussion about Simi Youth Baseball (SYB), we have partnered with newsletter and all distribution with Visit Simi Valley as header and our name will be on score board. MSC: Rana Ghandban, Tiffany Noorda.

Discussion about NTA, biggest travel show of the year. C. Gibson will attend in December but RR Library has been given a free booth for February event.

Motion: NTA \$4,000.00 D. Kunicki and Rana Ghadband.

Motion: For The Troops, \$1,000.00, we will put Visit Simi Valley info in care packages to our troops overseas. T. Lasure, T. Noorda. R. Ghadban will attend.

VI. Executive Director Report

Incoming Executive Committee:

- Chair, Tim Lasure
- Vice Chair, Tiffany Noora
- Treasurer, Cody Kehoe
- Secretary, Terri Blumburg

MSC: R. Ghadban and M. Salvesen Jackson

- Feb 6th for first Newsletter, 75 sign ups, plus 900 we already have. First newsletter to be sent out about Cajun, Round Up, Valentine's and Hiking/Biking.

-Travel and Adventure Show, focus on Hiking/Biking, golf groups, etc.

- W. McAfee shared about "Hyuandu" biking. Amgen Tour was lost in Simi, move to Santa Clarita and finish line at Dole in Agroua.

-NTA 2/26-3/2/17, Tawny with Grand Vista will be attending.

-Visit California Outcome, 2/26-2/28/17 in Santa Barbara, T. Lasure volunteered to attend.

-Presenting to SVCC Chamber board on 2/23/17 at 4:30 pm. R. Ghandban share the importance of our boards communicating and partnering. D. Kunicki requests K. Mashburn attend.

-More discussion about EDC committee, R. Ghadban had a meeting with City Manager, Asst. Manager and City Council with R. Ghadban.

-Nation Plan For Vacation Day, see the posts online. Push from US Travel.

-T. Lasure officially takes over as Committee Chair.

VII. Ronald Reagan Sports Complex

- Change to "Room Night Generation." See, "Strategic Plan." Move to include "Corporate Market."
- Discussion about lost business in Simi Valley. Top businesses have left; Farmer's meant [for example] 1.5 million in annual revenue to the Grand Vista Hotel. All hotels have felt the corporate loss. Corporate is the driver for hoteliers. Top seven accounts since 2009 are non-existent.
 - T. Lasure brings discussion about lost business and how that affects the city tax and what low rates will do for the city. R. Ghadban invites conversation to the city.
 - D. Kunicki, put together a "position paper to the city" to discuss all details of the hotelier's position.
- Move to create Ad-Hoc Committee with: K.Mashburn, R. Ghadban, D. Kunicki, T. Lasure.

VIII. New Business
None

Meeting adjourned at 12:03 a.m. Next meeting is March 23, 2017 at 10 a.m. at SV