



## **SVCTA Steering Committee Meeting**

Thursday, October 26, 2017, 10 AM

Simi Valley Chamber of Commerce, Conference Room

### **Attendance:**

Keith Mashburn, Liz Rhea, Terri Blumberg, Marcelo Bustos, Rana Ghadban, Samantha Shapiro

### **Welcome**

Terri Blumberg called meeting to order at 10:02 a.m.

### **I. Roll Call**

Above present.

### **II. Public Comments**

No public comments were made.

### **III. Tempest Agency**

Website report on file in SVCTA Office. There was a discussion on the newsletter pop-up icon on the website. Views are up 120% from last year.

### **IV. Approval of Minutes**

MSC, K. Mashburn, R. Ghadban

### **V. Financial Report**

Rana Ghadban presented report. Report on file in SVCTA office. MSC: K. Mashburn, R. Ghadban.

a. Check from the city was higher than budgeted.

b. Need to work on a budget for 2018. K. Mashburn, M. Salvesen, R. Ghadban to discuss next year's budget.

### **VI. Executive Director Report**

Rana Ghadban presented the Executive Director Report:

-Tempest report area of concern; 5 hours of web support per month included in contract

-SEO and Google Ad Words cost about \$150 month from other agencies

-David Knight from Marketing 360 performed a spider crawl of website

-Discussion to move hosting of website to Axicom

-Motion to move web hosting from Tempest. MSC, L. Rhea, R. Ghadban

-Print media needs to be redesigned; current brochure reflects old "Stay in Simi" branding, not "Visit Simi Valley"; will discuss with 5 Mile Media

-Social Media and Blog Writing; there is a company that will write 4 blogs a month for \$300 and a company that will write 20 blog posts a week (1 time a day every week day) for \$300. There is money in the budget to hire these two companies.

-Motion to approve spending \$300 a month on social media and \$300 a month on blogs for three months and then evaluate after the 90 days on the success. MSC: K. Mashburn, L. Rhea

**VII. Room Night Generator Ad-hoc committee**

R. Ghadban met with the City regarding the video project; the company will include an additional day of shooting for no extra charge. A schedule of filming will be emailed to the City Council members. The video production company is providing the storyboard, not providing actors.

**VIII. SVCTA Tour Operator Convention Schedule 2018**

An overview of the money spent at the 2017 conventions was distributed. After each convention, there should be a thorough report given and market research done to evaluate the effectiveness. The budget can address these costs next year.

**IX. Chamber of Commerce Travel Groups to visit Simi Valley**

Need a tour operator if there is to be a travel group to Simi Valley. Currently there is no package. The Reagan library has a package without the flight included.

**X. New Business**

M. Bustos suggested finding a way to attract and promote other weekends and holidays for night stays; discussed sports tournaments over holiday weekends. T. Blumberg suggested it would be nice to find a way to figure out what the SVCTA is doing for hotels specifically, because the budget comes from the hotels. R. Ghadban made a recommendation to work on the budget and hold a planning retreat; bring in a marketing consultant to help address these concerns. The retreat will be on December 21 from 10:00 AM – 2:00 PM at the Holiday Inn Express.

**Meeting adjourned at 11:30 p.m. Next meeting is November 16, 2017 at 10:00 a.m. at SV Chamber.**