



SVCTA Steering Committee Meeting

Thursday, June 28, 2017, 10 AM

Simi Valley Chamber of Commerce, Conference Room

Attendance:

Caroline Gibson (staff), Keith Mashburn, Rana Ghadban, Melanie Salvesen Jackson, Tim Lasure

Welcome

Tim Lasure called meeting to order at 10:08 a.m.

I. Roll Call

Above present. Absent: Tiffany Noorda, Carol Torres, Terri Blumberg, Dean Kunicki

II. Public Comments

M. Jackson shared Titanic exhibit is a huge success with high attendance. James Cameron and explorer who discovered the sunken ship attended opening event.

III. Tempest Agency

Working on new measurables to examine success of site. New project to have our website placed on the front page of Simi Valley businesses and non-profits. R. Ghadban offered to ask selected Chamber members to put Visit Simi on their home page.

IV. Approval of Minutes

MSC, K. Mashburn, R. Ghadban

V. Financial Report

M. Jackson presented report. Report on file in SVCTA office. MSC: Rana Ghandban, K. Mashburn. C. Gibson to follow up on status of first quarter check.

VI. Executive Director Report

- IPW successful
- Tempest Tourism Academy great, training on computer program was well worth it.
- SYTA coming up in August, prep for this.
- CLU intern began in June, she is working on website content.

VII. Room Night Generator Ad-hoc committee

-Ad-hoc committee met with city on 6/15/17 resulting in the city offering \$5,000.00 towards the video project.

-R. Ghadban reached out and Auto Dealer's would like to partner with video project as well for a Shop Simi First campaign, with the sponsorship of \$5,000.00.

-Motion to budget \$15,000.00 to create a three videos, M. Jackson, R. Ghadban

-T. Lasure suggests we put together a FAM tour for our digital marketing team once selected. Grand Vista will donate room nights and storage facilities for equipment.

VIII. New Business

-R. Ghadban suggested Expedia project. Project produced in 2015 was too little return on investment. T. Lasure would like our focus more on our PPC campaign where we target guests who searched Expedia as they browse the web.

-K. Mashburn reached out to the city regarding overgrowth on 118 freeway and it's on and off ramps. City has responded and reached out to other agencies, i.e. CalTrans, to respond as well.

Meeting adjourned at 11:25 a.m. Next meeting is July 27, 2017 at 10:00 a.m. at SV Chamber.