



Call and Notice of Meeting of the SV-TMD
2550 Erringer Road
Simi Valley, CA 93065
Thursday, December 21, 2017
10:00 a.m.

Attendance: Keith Mashburn, Terri Blumburg, Rana Ghadban, Melanie Salvesen, Marcelo Bustos, Lisa Rhea, Layma Askarzoi

- I. Welcome/Call to Order**
10:16AM- Terri called meeting to order
- II. Roll Call**
Above mentioned are in attendance
- III. Public Comments**
Melanie updated the committee on the coming events at the Reagan Library
- IV. Tempest Agency**
Report on file in the SVCTA office
- V. Approval of Minutes**
MSC Rana Ghadban, Keith Mashburn
- VI. Financial Report**
 - a. Rana presented the report
 - b. Report is on file in the SVCTA office
 - c. Below what was budgeted
 - d. Rana motioned to reallocate funds from travel blogs to a photographer
 - e. MSC – Keith Mashburn, Rana Ghadban
- VII. Executive Director's Report**
Layma presented the Executive Director's report
 - a. Tempest Report
 - b. SEO/SEM Update, Spectrum is now handling the SEM for SVCTA
 - c. Video Project
 - i. Rana updated committee with the video project
- VIII. SVCTA Tour Operator Convention Schedule 2018**
 - a. Layma read a list of recommend tradeshow for 2018
- IX. New Business**
 - a. Keith mentioned the handlings of the fireworks for 4th of July 2018
- X. Adjourn**
 - a. Meeting adjourned at 11:02 AM