

SVCTA Steering Committee Meeting

Thursday, November 16th, 9 AM

Simi Valley Chamber of Commerce, Conference Room

Attendance: Keith Mashburn, Terri Blumburg, Rana Ghadban, Melanie Salvesen, Marcelo Bustos, Lisa Rhea, Kerry McCormack

I. Welcome/Call to Order

9:17 AM – 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

- a. Report on file in the SVCTA office
- b. Rana has been asking Tempest for many reports on our website usage, functionality, Google ad words
- c. Visit Simi Valley website has 16 different reported issues
- d. Awarded the Silver Adrien Award for design

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. Reviewed what was budgeted for the social media coordinator - \$300
- e. MSC – Keith Mashburn, Rana Ghadban

VII. Executive Director's Report

Rana presented the Executive Director's Report as a new Director has not been appointed

- a. Tempest Report
- b. Website Hosting
 - i. Has gone from Tempest to AXICOM
- c. Social Media Update
 - i. Rana Passed around a report of the social media posts the coordinator has been posting
- d. Blog Writing
 - i. Submitted the 4 topics to the writer
- e. SEO/SEM
- f. Committee Retreat – Strategic/Marketing Plan 2018-2019
 - i. December 21st
 - ii. Two marketing agencies have put in a bid: In Focus and Searle Creative
 - iii. Committee chooses to use Searle Creative. Kellie at Searle Creative is known by committee members, the proposal stood out more, and the committee liked this company better
 - iv. Lessen the cost by \$2,000 by dropping the hours to 60. Total will be \$9,500 including the retreat hosting
 - v. MSC Melanie, Rana

VIII. Room Night Generator- Ad Hoc committee report

- a. Visit Simi Valley Video Project
 - i. Will coordinate a day that works for filming at the Reagan library and other businesses in Simi Valley

- IX. SVCTA Tour Operator Convention Schedule 2018**
 - a. Melanie to report to Rana with a list of conventions and suggestions
- X. Chamber of Commerce Travel groups to visit Simi Valley**
 - a. Would have to have a full itinerary planned with a total pricing
 - b. Other chambers would market it to their members or use it as silent auction items**
- XI. New Business**
 - a. No new business
- XII. Committee Comments**
 - a. Committee members discussed the future of Hummingbird Nest Ranch
 - i. Rumors that they are no longer taking wedding reservations
 - b. Larry Peterson with RSRPD was interested in having someone in the committee
 - c. Talk of many hotels coming to Simi, when is there too many?
 - i. Keith Suggests sending a letter to each Council member expressing their concerns
 - d. Best Western does not feel to be benefitting from this group
 - i. Not appropriate tracking of what we are getting out of the committee
- XIII. Adjourn**
 - a. Meeting adjourned at 10:25 AM