



**Minutes of Meeting of the SV-TMD  
Simi Valley Chamber of Commerce**

**40 W. Cochran Street  
Suite 100  
Simi Valley, CA 93065  
Thursday April 25, 2024  
10:00 AM**

**I. Welcome/Call to Order**

Anthony Angelini called meeting to order at 10:00 AM.

**II. Roll Call**

Anthony Angelini (Simi Valley Chamber), Laura Ballantoni (RSRPD), Atefeh Kamankesh (Courtyard Marriott), Tricia Legaspi (Reagan Library), Carlos Martell (Grand Vista Hotel), Amilcar Rivera (Best Western Posada Royale), Fred Thomas (Mayor of Simi Valley), Kathi Van Etten (Simi Valley Chamber)

**III. Public Comments**

No public comments were received.

**IV. Presentation on the *Little House on the Prairie* Festival**

Kathi Van Etten presented on the impact of the *Little House on the Prairie* Festival in March. Impact on hotels was apparent, with every hotel in town at capacity. An estimated 18,000 people attended from all over the world, including 40 countries and six continents.

**V. Executive Director's Comments**

Anthony Angelini presented on the renewal progress for the SVCTA. Informed the committee of a public hearing at City Council on May 6<sup>th</sup> and a final vote on June 3<sup>rd</sup>. Angelini also presented on *Visit Simi Valley's* 2024 Strategic Marketing Overview and highlighted some of the campaigns and efforts in which the marketing team was engaged. He reported on the new brand goals for *Film Simi Valley* and highlighted some of the marketing efforts. The *Visit Simi Valley* brand has shown growth online on all social media platforms and total website views.

**VI. Action Items**

**a. Approval of Minutes**

Kathi Van Etten moved to approve the minutes from the January meeting. Laura Ballantoni seconded. Motion passed 8-0.

**b. Approval of Financial Reports**

Angelini presented the financial reports for the previous term. Tourism account continues to operate at a heavy surplus. For the 2023-2024 fiscal year, the SVCTA accounts were performing well under budget, and at the time the financial reports were prepared, there was approx. \$498,037.43 cash on hand for SVCTA accounts. Tricia Legaspi moved to approve the financial report, Fred Thomas seconded. Motion passed 8-0.

**c. Review, discussion, and approval of grants**

Angelini reported on a grant request from the Skateboarding Hall of Fame. Board requested a more detailed and specific marketing plan. No action was taken.

Angelini reported on other requests from the Reagan Library, the Kiwanis Club, and the Moorpark College Foundation. Consensus was reached on partnering with these groups. No action was taken.

**VII. New Business**

**a. Formation of ad-hoc Budget Committee**

Fred Thomas moved to form a budget committee made up of himself, Anthony Angelini, and Laura Ballantoni for the purpose of preparing a budget for the fiscal year 2024-2025. Laura Ballantoni seconded. Motion passed 8-0.

**VIII. Adjourn**

Anthony Angelini adjourned the meeting at 11:23 AM.