



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

**40 W. Cochran Street  
Suite 100  
Simi Valley, CA 93065  
Thursday May 23, 2024  
10:00 AM**

**I. Welcome/Call to Order**

Anthony Angelini called meeting to order at 10:03 AM.

**II. Roll Call**

Anthony Angelini (Simi Valley Chamber), Laura Ballantoni (RSRPD), 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**

Kathi Van Etten announced that Little House on the Prairie bus tours would continue, and dates would be announced in the coming weeks.

**IV. Executive Director's Comments**

Anthony Angelini presented on the renewal progress for the SVCTA. Informed the committee of the final City Council vote on June 3<sup>rd</sup>. Angelini also presented on the success of the Chamber's Street Fair event, the 2024 CalTravel Advocacy Day in Sacramento, and read from a selection of earned media and editorials published in national publications, include an article in *Location Magazine* on the emerging film market in Simi Valley. March and April occupancy rates in the city remained above 70%. Social Media impact continues to grow monthly in every measurable metric. Angelini unveiled a proposal from Searle Creative Group to create new media and sizzle reels for *Visit Simi Valley*. He also announced a new exclusive partnership with the Ronald Reagan Presidential Library and presented a draft of the new visitor guides.

**V. Action Items**

**a. Approval of Minutes**

Kathi Van Etten moved to approve the minutes from the April meeting. Fred Thomas seconded. Motion passed unanimously.

**b. Approval of Financial Reports**

Angelini presented the financial reports for the previous term. Fred Thomas moved to approve the financial report, Kathi Van Etten seconded. Motion passed unanimously.

**VI. New Business**

No new business.

**VII. Adjourn**

Anthony Angelini adjourned the meeting at 11:03 AM.