



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

40 W. Cochran Street
Suite 100
Simi Valley, CA 93065
Thursday, June 17, 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), Amilcar Rivera (Best Western Posada Royale), Fred Thomas (Mayor of Simi Valley), Kathi Van Etten (Simi Valley Chamber)

III. Public Comments

Guest speakers Larry Borovay and Daniel Jordan spoke about the Rotary Club's Oktoberfest event in Simi Valley on October 5th and pitched a concept for a "weekend getaway" package that would incentivize visitors to stay overnight on the weekend of the event.

IV. Executive Director's Comments

Anthony Angelini presented on the renewal progress for the SVCTA and thanked the board for the overwhelming support and renewal of the TMD for another ten years. Angelini reported on earned media received by Simi Valley on BBC News, the attendance at the Steampunk event at Strathearn Park, and the anticipated Ventura X-Games happening on the week of June 18th. Angelini reported further growth in the *Visit Simi Valley* social media channels. Occupancy numbers for Simi Valley hotels remain in line with regional trends and above national trends.

Finally, Angelini presented the board with an updated budget for the Fiscal Year 24/25 and proposed amendments to the operating procedures for the SVCTA. New budget would remain in compliance with the standards approved by the TMD Management District Plan and amended operating procedures would make it easier for the committee to achieve a quorum.

V. Action Items

a. Approval of Minutes

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

b. Approval of Budget for FY 24/25

Laura Ballantoni moved to approve the proposed budget for FY 24/25, Atefeh Kamankesh seconded. Motion passed unanimously.

c. Approval of Operating Procedures

Fred Thomas moved to approve the amended operating procedures. Kathi Van Etten seconded. Motion passed unanimously.

VI. New Business

VII. Adjourn

Anthony Angelini adjourned the meeting at 11:12 AM.