

SIMI VALLEY CHAMBER TOURISM ALLIANCE

OPERATING PROCEDURES

Approved by Simi Valley Chamber of Commerce Board of Directors: (date:)

Approved by Simi Valley Chamber Tourism Alliance (date: June 27, 2024)

Overview

The Simi Valley Tourism Marketing District (TMD) was adopted to create a public-private partnership between Simi Valley hoteliers, the Simi Valley Chamber of Commerce, and the City of Simi Valley. This partnership intends to provide efficient and complementary destination marketing and tourism programming for the Simi Valley community. TMD funds will be used to provide services that benefit lodging operators within the City of Simi Valley through activities that specifically encourage overnight stays.

This document is the operating plan to be carried out by the Simi Valley Chamber Tourism Alliance (SVCTA). Its intent is to promote and attract groups and organizations to the community for meetings, event support, and visitor attraction. The goal is to sustain and grow existing events and overnight visitors to our community, create new events with similar aims, and attract events currently held elsewhere that bring overnight visitors to Simi Valley.

Marketing, promotions, and public relations activities are critical to branding Simi Valley as a tremendous destination and a welcome center that directs visitors to the various hotels, restaurants, retail shopping opportunities, and attractions in our community.

1. Structure:

1.1 Name: The name of the TMD shall be the Simi Valley Chamber Tourism Alliance hereinafter referred to as the (SVCTA).

1.2 Mission: To promote tourism that generates room nights for lodging facilities in the city of Simi Valley by effectively marketing the region as a preferred travel destination.

1.3 Leadership: The business affairs of the SVCTA shall be managed by the designated members of the SVCTA except as may be otherwise provided in the Simi Valley Chamber of Commerce bylaws.

1.4 Number of Members: The Members shall consist of not less than five or more than seven property owners within the TMD. Once established, the number may be changed within these limits from time to time by the SVCTA Committee.

Members are to be as follows:

- Six (6) Hotel Representatives
- One (1) Simi Valley Chamber of Commerce Representative
- One (1) Simi Valley City Council Member or the Mayor of Simi Valley
- Two (2) Community Members
- One (1) Rancho Simi Recreation and Park District (RSRPD) Representative
- The Executive Director shall act as a tiebreaker in the event of a tied vote.

1.5 Appointment of Board Members: Board members shall be appointed by their respective representative organizations or businesses. Community board members shall be appointed by the SVCTA Chair and ratified by the SVCTA board at the first meeting of the fiscal year.

1.6.1 Acceptance and Proxy Voting: All members must submit their intention to accept a board position at least forty-eight (48) hours before a scheduled meeting or at the first meeting of the fiscal year. If a member has not submitted their acceptance, they are ineligible to vote, and their seat will remain vacant until acceptance is submitted.

1.6.2 Proxy Voting: Any member may assign a proxy vote to another individual, provided that the individual does not already hold a voting position on the board and is not able to vote in another capacity.

Before the meeting is called to order, the assignment of a proxy vote must be submitted in writing to the Executive Director.

The written proxy must include the proxy holder's name, the date of the meeting, and the specific issues or agenda items for which the proxy vote is granted.

1.7 Quorum: A quorum for conducting business shall be constituted by the presence of fifty percent (50%) plus one of all eligible voting members of the board. Vacant seats shall not be counted towards the quorum.

1.8 Powers and Duties of the Members: The SVCTA shall have the power to set forth in the ordinance adopted for purposes of the TMD. The administration of the SVCTA, including:

- Oversight of expenditure of its funds
- Establishment of goals and policies of the SVCTA
- Providing annual budgets and work plans to the Simi Valley Chamber of Commerce Board of Directors for approval each fiscal year
- Recommending any increase in the assessments to the Simi Valley Chamber of Commerce Board
- Approval and implementation of projects and programs
- Designation, implementation and oversight of the marketing plan including collateral materials that represent the TMD

1.9 Executive Director: The Executive Director shall be appointed by the CEO of the Simi Valley Chamber of Commerce as he/she will be an employee of the Simi Valley Chamber of Commerce. The Executive Director will be charged with the general supervision and management of the business affairs of the SVCTA. He/she will be charged with the initiation and implementation of the Marketing Plan, budget, and related projects. The Executive Director will maintain minutes and post the agenda for SVCTA meetings, retain other records the SVCTA may direct, perform such other duties deemed necessary, and manage the affairs of the TMD to promote the objectives for which the TMD was organized.

1.10 Leadership: The Executive Director shall serve as the Chair of the SVCTA. The Simi Valley Chamber of Commerce, in its capacity as the management organization, shall assume the responsibilities of the Treasurer. The Executive Director shall not have voting power on the board, except in the case of a tie vote. In the absence of the Executive Director, the Chamber of Commerce representative shall serve as the acting Chair.

1.11 Committees: The Members may establish committees or task forces to carry out the programs of the SVCTA; such as Marketing Committee, Finance Committee, Website/Communications Committee, etc.

1.12 Advisory Group: An Advisory Group may be made up of at least three (3) but not more than five (5) representatives from organizations, groups, or tourist attractions that have a direct correlation to the primary mission of the TMD. This Advisory Group functions in an advisory capacity, making recommendations to the SVCTA on income and expenditures.

2. Financial Administration

2.1 Fiscal Year: The fiscal year of the TMD shall be July 1st through June 30th.

2.2 Check Writing Authority: The Executive Director together with the Treasurer or the Simi Valley Chamber of Commerce CEO shall have check writing authority of the SVCTA.

2.3 Budget: Expenditures of all income shall be allocated to meet the operating needs of the SVCTA under a budget and marketing plan prepared by the Executive Director and adopted by the SVCTA. The Chamber of Commerce shall prepare and present a cumulative report each month to the SVCTA on income and expenditures. The approved budget and marketing plan shall be reviewed as requested by the SVCTA to assure funds are being expended as allocated and to determine if any reallocation of resources is needed. If amendments to the budget are necessary, the Simi Valley Chamber of Commerce Board of Directors must vote on the amendments.

2.4 Disbursements: Upon approval of the budget by the SVCTA, the Executive Director is authorized to make such disbursements as necessary on accounts and expenses

provided for in the budget without additional approval from the Simi Valley Chamber of Commerce Board of Directors.

2.5 Public Records: All financial records of the TMD related to assessments are public documents and shall be made available to any member of the public who wishes to see them, provided arrangements are made in advance to review the records in the office of the SVCTA during regular office hours.

2.6 Use of Assessments: Assessments collected by the TMD shall be used by the SVCTA for the following purposes:

- The funding of all uses and projects for tourism promotion within Simi Valley as specified in the TMD budget
- The marketing of convention and trade shows that benefit local tourism lodging businesses and attractions in Simi Valley
- The marketing of Simi Valley to the travel industry in order to benefit local tourism and the lodging businesses located within Simi Valley
- The marketing of Simi Valley to recruit major sporting events in order to promote local tourism and to benefit the lodging businesses within the TMD
- Create infrastructure in the city such as land improvements or event venues for the purpose of benefiting the lodging establishments

3. Amendments:

These Operating Procedures may be amended or repealed or new Operating Procedures may be adopted by the SVCTA at any regular meeting by the affirmative vote of a majority of the Members and presented to the Simi Valley Chamber of Commerce Board of Directors for approval.