



Call and Notice of Meeting of the SV-TMD
2550 Erringer Road
Simi Valley, CA 93065
Thursday, January 11, 2018
1:00 P.M.

Attendance: Rana Ghadban, Layma Askarzoi, Terri Blumburg, Keith Mashburn, Melanie Salvesen, Marcelo Bustos, Shawna Bowman

- I. Welcome/Call to Order**
12:50PM- Terri Blumburg called meeting to order
- II. Roll Call**
Abover mentioned are in attendance
- III. Public Comments**
Shannon from NFL Flag VC speaks about NFL Flag Ventura County and Simi Valley's needs for a mega sports complex.
- IV. Approval of Minutes**
MSC Rana Ghadban, Melanie Salvesen
- V. Financial Report**
 - a. Committee reviewed financial report
 - b. Rana Ghadban motioned to move \$100,000 to SVCTA Savings account, Terri Blumburg seconds
 - c. Rana Ghadban motions to approved financial report, Keith Mashburn seconds
 - d. Report is on file in the SVCTA office
- VI. Executive Director's Report**
Layma Askarzoi presented Executive Director's report
 - a. Social Media Update- facebook reports
 - b. SEO/SEM Update- spectrum reports
 - c. 2018 Budget and Marketing Plan
 - i. Rana Ghadban motions to hire Searle Creative for brand identity & Engagement strategy, Keith Mashburn seconds
 - ii. Keith Mashburn motions to approve 2018 Budget and Marketing plan, Marcelo Bustos seconds, all approve
- VII. Room Night Generator- Ad Hoc committee report**
 - a. Visit Simi Valley Video Project
 - i. Layma Askarzoi gives update to video project timeline
- VIII. SVCTA Tour Operator Convention Schedule 2018**
Layma Askarzoi discussed 2018 tradeshow list
- IX. New Business**
Committee discussed film tourism in Simi Valley
- X. Adjourn**
 - a. Meeting adjourned at 2:10 PM