



Call and Notice of Meeting of the SV-TMD
40 West Cochran Street Suite 100
Simi Valley, CA 93065
Thursday, March 8, 2018
10:00 AM

- I. Welcome/Call to Order**
Keith Mashburn calls the meeting to order at 10:15AM
- II. Roll Call**
Rana Ghadban, Layma Askarzo, Keith Mashburn, Melanie Salvesen Jackson, Marcelo Bustos, Terri Blumberg, Shawna Bowman
- III. Public Comments**
No public comments
- IV. Approval of Minutes**
Melanie Salvesen Jackson motions and Shawn Bowman seconds to approve minutes
- V. Financial Report**
Rana Ghadban motions and Shawna Bowman seconds to approve financial reports
- VI. Executive Director's Report**
Layma Askarzo presented Executive Director's report
 - a. Social Media Update- facebook reports
 - b. SEO/SEM Update- spectrum reports
 - c. **Action Items**
 - i. Website**
Marcelo Bustos motions to approve LA internet marketing Agency for SVCTA website, Shawna seconds, all in favor
 - ii. Branding**
Marcelo Bustos motions to move branding action item to March 22 committee meeting to receive additional bids, Shawna Bowman second.
 - iii. Photography**
Melanie Salvesen Jackson motions to sample pictures from Jason Strickland maximum of \$300 and 2 locations, Marcelo bustos Seconds. All in favor.
- VII. Room Night Generator- Ad Hoc committee report**
 - a. **Visit Simi Valley Video Project**
Layma Askarzo updates committee on video project and current schedule.
- VIII. New Business**
No new business reported
- IX. Committee Comments**
No committee comments reported
- X. Adjourn**
Terri Blumberg adjourned at 1:31PM