



AGENDA
VENTURA COUNTY LODGING ASSOCIATION
TOURISM BUSINESS IMPROVEMENT DISTRICT

February 5, 2019 - Tuesday
VCLA Board of Directors Meeting: 8:30 am
Courtyard Camarillo
4994 Verdugo Way Camarillo, Ca 93012

Call to Order – Roll Call/Quorum Welcome to the VCLA Board of Directors Meeting

Executive Committee

VICTOR DOLLAR - Chair
Four Points by Sheraton
Ventura

DOUGLAS WOOD - Vice
Chair
Crowne Plaza - Ventura

JOSIE WILLIAMS - Treasurer
Residence Inn - Camarillo

RUBEN FRANCO - Secretary
Holiday Inn Express
Port Hueneme

Directors

MELLANY ARBUES
Courtyard by Marriott
Camarillo

CHRISTIAN HELLOT
Embassy Suites Mandalay
Beach - Oxnard

JOSEPH CABRAL
Best Western Oxnard Inn
Oxnard

SHANNON HILLYGUS
Ventura Beach Marriott
Ventura

PEARL FEIST
Residence Inn
Oxnard

MARLYSS AUSTER
Ventura Visitors &
Convention Bureau

YULIANA GONZALEZ
Camarillo Hotel & Tourism
Association

JULIE MINO
Oxnard Convention &
Visitors Bureau

I. Public Comment

II. Approval of Consent Agenda

- Approval of December 2018 VCLA Board Meeting Minutes – **ACTION**

III. Financial

- Financial Report for January 2019 – **ACTION**
- Financial Reserve

IV. New or Unfinished Business

- California Lutheran University
Hospitality and Tourism Management Program – **SPECIAL PRESENTATION**
- Taxes - Taxable Year Ended June 30, 2018 – **ACTION**
- Amgen 2019 Update
- VisaVue Research and Analysis Q3
- Trade Show Experience Update
- STR Report – December 2018
- 20% City Funding Request: Camarillo, Oxnard, Ventura, Port Hueneme – **ACTION**

V. Executive Director Report

- Marketing/Advertising Report
- Public Relations/Social Media Marketing Report

VI. CLOSED SESSION – Pursuant to Government Code Section 54957

VII. Old Business

VIII. Member Comments

IX. Designation of Date/Location for March 2019 VCLA Board Meeting

X. Adjourn Meeting to March 5, 2019 at 8:30 am

BROWN ACT

Government code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The organization posts agendas/meeting notices at the Ventura Visitors & Convention Bureau, 101 South California Street, Ventura, CA 93001; Oxnard Convention & Visitors Bureau, 1000 Town Center Drive, Suite 130, Oxnard, CA 93036, and Camarillo Chamber of Commerce, 2400 East Ventura Boulevard, Camarillo, CA 93010.

In compliance with the Ralph M. Brown Act and the American with Disabilities Act, if you need a disabled-related modification, accommodation or other special assistance to participate in this meeting, please contact Brian Tucker at (805) 535.0562. Reasonable advance notification of the need for accommodation prior to the meeting (48 hours advance notice is preferable) to enable reasonable arrangements to be made.



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