



**AGENDA**  
**VENTURA COUNTY LODGING ASSOCIATION**  
**TOURISM BUSINESS IMPROVEMENT DISTRICT**

March 5, 2019 - Tuesday  
VCLA Board of Directors Meeting: 8:30 am  
Residence Inn  
2101 W. Vineyard Ave, Oxnard

**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

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

**I. Public Comment**

**II. Approval of Consent Agenda**

- Approval of February 2019 VCLA Board Meeting Minutes – **ACTION**

**III. Financial**

- Financial Report for February 2019 – **ACTION**

**IV. New or Unfinished Business**

- VC Innovates – **SPECIAL PRESENTATION**
- Annual Research and Analysis Program Renewal – **ACTION**
- Marriott Event – **ACTION**
- Committee Structure Review
- STR Report – December 2018
- 20% City Funding Request: Camarillo, Oxnard, Ventura, Port Hueneme – **ACTION**
- Expedia Match Program – **ACTION**

**V. Executive Director Report**

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

**VI. Old Business**

**VII. Member Comments**

**VIII. Designation of Date/Location for April 2019 VCLA Board Meeting**

**IX. Adjourn Meeting to April 2, 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, 2775 N. Ventura Road., Suite 204, 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.