



AGENDA
VENTURA COUNTY LODGING ASSOCIATION
TOURISM BUSINESS IMPROVEMENT DISTRICT

August 6, 2019 - Tuesday

VCLA Board of Directors Meeting: 8:30 am
Holiday Inn Express & Suites Ventura Harbor
1080 Navigator Drive, Ventura, CA 93001

Executive Committee

VICTOR DOLLAR - Chair
Four Points by Sheraton
Ventura

JOSIE WILLIAMS - Treasurer
Residence Inn - Camarillo

RUBEN FRANCO - Secretary
Holiday Inn Express
Port Hueneme

Directors

MELLANY ARBUES
Courtyard by Marriott
Camarillo

JOSEPH CABRAL
Best Western Oxnard Inn
Oxnard

PEARL FEIST
Residence Inn
Oxnard

SHANNON HILLYGUS
Ventura Beach Marriott
Ventura

AKEMI SHAPIRO
Crowne Plaza
Ventura

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 July 2019 VCLA Board Meeting Minutes – **ACTION**

III. Financial

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

IV. New or Unfinished Business

- Short-Term Asset Management RFP Results – **ACTION**
- Ventura County Farm Day
- Dallas Cowboys Update
- STR Report – June 2019
- 20% City Funding Request: Camarillo, Oxnard, Ventura, Port Hueneme – **ACTION**

V. Executive Director Report

- Marketing/Advertising Report

VI. Old Business

VII. Member Comments

VIII. Designation of Date/Location for September 3, 2019 VCLA Board Meeting

IX. Adjourn Meeting to September 3, 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.