



AGENDA
VENTURA COUNTY LODGING ASSOCIATION
TOURISM BUSINESS IMPROVEMENT DISTRICT
November 12, 2019 - Tuesday
VCLA Board of Directors Meeting: 8:30 am
Hilton Garden Inn
2000 Solar Drive, Oxnard, CA 93036

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

III. Financial

- Financial Report for October 2019 – **ACTION**
- Reserve Account Structure
- Fund Policy Statement – **ACTION**

IV. New or Unfinished Business

- Fill Vacant Embassy Suites Mandalay Beach Hotel & Resort Board Seat – **ACTION**
- Fill Vacant Marketing Committee Co-Chair Seat – **ACTION**
- Bylaws Amendment
- Website Update
- X Games Update
- STR Report – September 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 December 3, 2019 VCLA Board Meeting

IX. Adjourn Meeting to Tuesday, December 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.