

**Executive Board**

**MELLANY ARBUES**

**Board Chair**  
Sonesta Select  
Camarillo

**MARY OTTEN**

**Treasurer**  
Pleasant Valley  
Recreation &  
Park District

**JULIET KONG-**

**PEARSALL**  
**Secretary**  
Bella Capri Inn & Suites

**Directors**

**JEN LOLLER**

**Board Member**  
Maravilla Gardens

**KRISTINA LECKA**

**Board Member**  
Hampton Inn & Suites

**GEORG WINKLER**

**Board Member**  
City of Camarillo

**DOUG PFLAUMER**

**Board Member**  
Residence Inn by Marriott  
Camarillo

## Agenda

### CAMARILLO HOTEL & TOURISM ASSOCIATION

1. **Call to Order**
2. **Public Comment**
3. **Approval of Consent Items**
  - a. Approval of Board of Directors Meeting Minutes for May 9, 2024 **[Action]**
4. **Financial Reports**
  - a. Financial Reports for May and June 2024 **[Action]**
5. **New or Unfinished Business**
  - a. 2023 Tax Return **[Action]**
  - b. Visit Camarillo 2024-2027 Strategic Plan **[Action]**
  - c. VCAM x CPO Public Art Project **[Action]**
  - d. Dallas Cowboys Training Camp
  - e. Wings Over Camarillo Update
  - f. 2023 Economic Impact of Travel Report
6. **Reports**
  - a. STR Report
  - b. Executive Director Report
  - c. Ventura County Lodging Association
  - d. Marketing & Social Media Analytics
7. **Hotel Updates/Member Comments**
8. **Adjournment**

**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. Action may not be taken on items not posted on the agenda. The organization posts agenda/ meeting notices at Camarillo Hotel and Tourism Association, 4001 Mission Oaks Blvd., Suite R, Camarillo, CA 93012.

**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 Yuliana Gonzalez at (805) 764-2121. 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.**