

**Business Roundtable (BR)  
January 9, 2018  
Acorn Room**

**Summary Notes**

**Call to Order** by Ping Fang at 8:12 a.m.

**ROLL CALL**

**Present:** Cheri Blessing, John Bounds, Ping Fang, Greg Monterrosa, and Tom Powell

**Absent:** Colleen Andersen, Brian Berman, Aaron Kitzman, and Tyson Marshall

**Staff:** Alisa Lacy, Customer Relations Assistant, (Haider Alawami, Economic Development Manager - Absent)

**Others**

**Present:** Adam Haverstock, Director of Governmental Affairs and Tourism, Greater Conejo Valley Chamber of Commerce

**PUBLIC COMMENTS**

Adam Haverstock from the Chamber of Commerce discussed a few items:

- a. The Chamber launched their new website.
- b. The Chamber's first event of the year will be taking place at CLU. It is the 2<sup>nd</sup> annual State of the University, which will be held on January 26 at noon. Tickets are available on the website.
- c. Adam gave an update on the Tourism Improvement District. Last year was very good for the District. They will begin running ads, in regards to visiting the Conejo Valley, to help boost tourism and hotel occupancy here.

**SUBCOMMITTEE REPORTS**

A. Signage

- a. John Bounds and Cheri Blessing gave an update. They have been working on a presentation regarding monument and freeway signage and are getting ready to bring their ideas to City Council. They have been working with City

staff member, Steve Kearns, on the ordinances with ties to signage. They are hoping to change monument signage to add the address and also to add multiple monument signs where there are multiple entrances (i.e. strip malls). They are also focusing on eliminating special permit requirements with strict stipulations for freeway signage.

B. Green Business

- a. Greg Monterrosa gave an update on Green Business. They are still focusing on pushing businesses to apply to become certified as Green Businesses, which can be done online.

C. Economic Development/Small Business Support

- a. Ping Fang gave an update, stating that they are focusing on promoting high-tech businesses to the Conejo Valley. The goal is to bring high end paying jobs to the area. They are also focusing on linking education with entrepreneurship. They would like to expose the high schools to entrepreneurship, so the younger generations will become more interested.

D. Development and Planning

- a. Cheri Blessing stated there wasn't really an update. They are working with City staff member, Jon Shephard, to see what can be focused on with development and planning.

**BUSINESS ROUNDTABLE COMMENTS AND OPEN FORUM**

Measure E was discussed and how it will be a City Council item on tonight's Council meeting.

**ADJOURNMENT**

Adjourned at 9:03 a.m. to Tuesday, March 13, 2018, in the Acorn Room.

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