

**Business Roundtable (BR)  
July 10, 2018  
Acorn Room**

**Summary Notes**

**Call to Order** by Haider Alawami at 8:01 a.m.

**OATH OF OFFICE CEREMONY**

City Clerk, Cynthia Rodriguez, administered the Oath of Office to the new Roundtable members, Taylor Scout Champagne, Suresh Iyer, and James Johnson.

**ROLL CALL**

**Present:** Colleen Andersen, Brian Berman, Cheri Blessing, Taylor Scout Champagne, Suresh Iyer, James Johnson, and Greg Monterrosa

**Absent:** Adam Antoniskis, Ping Fang, and Aaron Kitzman

**Staff:** Haider Alawami, Economic Development Manager; Rosie Ornelas, Economic Development Analyst, and Alisa Lacy, Customer Relations Assistant

**Others**

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

**PUBLIC COMMENTS**

Adam Haverstock gave a report on several items:

- a) Conejo View Magazine, a quarterly publication, the summer edition was passed out to the members. It includes local content and information on local businesses.
- b) Adam announced on July 18, 2018 at 12:00 p.m. the Chamber of Commerce is holding their networking prep series, where business leaders discuss strategies to help businesses grow. This is a free event.
- c) The Chamber Travel Program is sponsoring a trip to Ireland, which will take place in March of 2019.
- d) The Tourism District has upgraded their website, Conejo.com, with a new template and to be more mobile-friendly. Tourism is up about four percent and is enjoying a steady growth.

## **DISCUSSION ITEMS**

### A. Work Plan

Haider discussed going to the City Council at the beginning of next fiscal year to amend the work plan to have two subcommittees, instead of four. The two proposed subcommittees would be (1) Development and Planning and (2) Economic Development/Small Business Support.

### B. New Chair and Vice Chair Selections

Haider went over the duties of the Chair and Vice Chair. Aaron Kitzman and Ping Fang were nominated to continue being Chair and Vice Chair, respectively.

### C. New Member Subcommittee Selections

1. Economic Development/Small Business Support – Greg Monterrosa (Chair), Brian Berman, Suresh Iyer, and James Johnson.
2. Development and Planning – Cheri Blessing (Chair), Colleen Andersen, and Taylor Scout Champagne.
3. During the next meeting, need to check with the absent committee members (Adam Antoniskis, Ping Fang, and Aaron Kitzman) which subcommittees they wish to be apart of.

## **SUBCOMMITTEE REPORTS**

Haider went over the duties of the subcommittees. They should be meeting on off months that the Business Roundtable Committee meetings don't take place. He would like the subcommittees to come up with some recommendations for small business support, which he can take to the Ad Hoc Economic Development Committee and could in turn be recommended to the City Council.

### A. Signage

Cheri gave a report on what the signage subcommittee has been working on. The subcommittee is looking to change the requirements for freeway signs that will allow for the same signage size for all businesses. The subcommittee has also been working on being able to expand the size of monument signs to include the building street address and to be able to add the tenants' names. Haider requested that she summarize her recommendations so it can eventually be presented to City Council.



B. Development and Planning

Haider stated the City has been very busy with development and planning. Cheri would like to work on this, as well, and will be reaching out to Jon Shepherd, the Planning Division Manager, for some guidance on areas that could be addressed.

No other subcommittee reports were given at this meeting.

**BUSINESS ROUNDTABLE COMMENTS AND OPEN FORUM**

Rosie gave an update to the committee members:

- A. She discussed promoting the city for new businesses, by attending the 805-startup group, where there are now 2500 members. She made the observation that many of the members are male, so she started a subgroup for women entrepreneurs, which is being held once a month. She is also working on a women's forum that will be taking place in September.
- B. She is also working on the small business checklist. The City is waiting on getting a tagline to produce some marketing materials.
- C. She recommended that committee members watch the meeting on the strategic plan to get a better idea what the City is working on regarding economic development.

Colleen requested that she would like the City to focus on a technology master plan so we can meet the tech needs and take a leadership role technologically. It was suggested we look at what other cities have done regarding technology.

Haider concluded the meeting by encouraging the members to participate by coming up with some recommendations for City Council. There is a lot of growth happening in the City, from housing, to hotels, and the downtown master plan of creating a more pedestrian friendly downtown.

**ADJOURNMENT**

Adjourned at 8:49 a.m. to Tuesday, September 11, 2018, in the Acorn Room.

