

**Business Roundtable (BR)  
March 14, 2017  
Acorn Room**

**Summary Notes**

**Call to Order** by Haider Alawami at 8:05 a.m.

**ROLL CALL**

**Present:** Cheri Blessing, John Bounds, Ping Fang, Aaron Kitzman, Tyson Marshall, Tom Powell, Greg Monterrosa, and Madeline Serrano Sattler

**Absent:** Carol “C. J.” Keavney and Michael Schiff

**Staff:** Haider Alawami, Economic Development Manager; Rose Chaparro, Executive Secretary, and Anne Mumo, Customer Relations Assistant

**Others**

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

**PUBLIC COMMENTS**

Adam Haverstock from the Greater Conejo Valley Chamber of Commerce announced that the Conejo Chamber received the Presidential Circle Award and spoke about their annual event:

- a. 40 Under Forty 2017 on Thursday, April 27, 2017 at 6:00 p.m., at the Calamigos Ranch. The annual 40 Under Forty Awards honor 40 young professionals based on their involvement in the business community and their vision for the future of the Greater Conejo Valley. This year two City employees are being honored Rachel Wagner, Assistant to the City Manager and Jonathan Serret, Theatres Deputy Director.

**SUBCOMMITTEE REPORTS**

- A. Development and Planning – No update.
- B. Green Business

- a. Tyson Marshall and Madeline Serrano Sattler provided a Green Business Plan update. The subcommittee offered to work with staff to set-up “Go Green” booth to promote green business in the community by providing marketing materials and assisting to redesign the application for certification. Haider Alawami agreed to set-up a meeting with Rod Cordova and Vanessa Pellegrino to meet with the Business Roundtable subcommittee to discuss the design of the brochure and other marketing materials.

C. Economic Development/Small Business Support

- a. Ping Fang, Aaron Kitzman, Carol Keavney, and Madeline Serrano Sattler provided an update about the public wifi project planned in conjunction with the Thousand Oaks Boulevard Streetscape Improvement Project. It will be recommended to City Council that City staff prepare a work plan, create technology policies to deploy wifi/wireless infrastructure, ask Business Roundtable to assist staff, and develop standard guidelines for future wifi developments. The subcommittee made two presentations to the Conejo Valley Chamber of Commerce about the public wifi project. Jill Lederer, Chamber of Commerce President/CEO, endorsed the project and suggested to present it to the Business Improvement District. City staff will prepare an agenda report to present to Council for consideration.

D. Signage

- a. John Bounds and Cheri Blessing provided an update on the monument signs. Street addresses are being attached to the monument signs. They plan to present a formal recommendation at the next meeting.

**BUSINESS ROUNDTABLE COMMENTS AND OPEN FORUM**

A. The committee would like to facilitate start-up small businesses in the area, improve city image, and provide mentors and more resources for new business owners. The committee suggested to have business mentors available, by establishing a list of local business owners, speakers and others experts to talk about business topics with new business owners in the area.

**ADJOURNMENT**

Adjourned at 9:00 a.m. to Tuesday, May 9, 2017, Acorn Room.

