

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Wednesday, August 26, 2026
Holiday Inn Oxnard**

MINUTES

CALL TO ORDER:

Chair Kristina Brewer called the meeting to order at 8:30 a.m.

Committee members present: Kristina Brewer, Erik Collay, Ashley Golden, Dolores Licon and Michael Tripp

Committee members absent: None

Also in attendance: Brittney Hendricks, President/CEO and Michelle Flippo, staff member

Public in attendance: None

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The Executive Committee meeting minutes for June 17, 2026, were reviewed and considered for approval. Michael Tripp made the motion to approve the minutes. Dolores Licon seconded the motion. Yes 4, No 0, Abstain 0. (Ashley Golden had not yet arrived at the meeting.)
2. Treasurer's Report: Michael Tripp presented the Treasurer's Report for June and July 2026. For June, total revenue was \$127.7K compared with a budget of \$106.4K. Brand Management expenses were \$92.7K compared with a budget of \$73.3K, while Office and Administrative expenses were \$26.2K compared with a budget of \$26.6K. Year-to-date total revenue was \$1.42M, or \$41.7K over budget. Year-to-date Brand Management expenses were \$1.04M, or \$15.1K under budget, and Office and Administrative expenses were \$273.7K, or \$3.2K over budget. Net operating income for the fiscal year was \$80.3K compared with a budget of \$26.6K. For July, total revenue was \$135.4K compared with a budget of \$114.6K. Brand Management expenses were \$118K compared with a budget of \$114.3K, while Office and Administrative expenses were \$25.6K compared with a budget of \$27.3K. Net operating income was a loss of \$10.6K compared with a budgeted loss of \$29.4K. As of July 31, cash on hand plus prepaid expenses and receivables totaled \$710.6K. Dolores Licon made the motion to approve the Treasurer's Report. Erik Collay seconded the motion. Yes 4, No 0, Abstain 0. (Ashley Golden had not yet arrived at the meeting.)

INFORMATIONAL ITEMS:

President/CEO Report:

Brittney welcomed the officers for fiscal year 2026–27 and thanked them for serving in their leadership roles. She reported that the annual financial audit is underway with Decker, Farrell & McCoy and that all required documentation for the organization's annual 401(k) audit has been submitted. The renewed workers' compensation policy was uploaded to the City of Oxnard's portal, the annual City business license renewal is scheduled and staff has begun preparations for insurance renewals and upcoming tax filings.

Brittney reported that Visit Oxnard restructured its accounts with Community West Bank to improve interest earnings. The money market account now earns 2.5% APY and the ICS account earns 2% APY. The bank also offered a six-month certificate of deposit at 3% APY with a \$100,000 minimum. Brittney also explained that an overage in June salary and wage expenses resulted from an adjustment needed to comply with California's minimum salary requirement. The adjustment and related back pay have been completed.

Staff has received the City of Oxnard annual report materials and has begun preparing the written report and presentation for the tentatively scheduled October 20 City Council meeting. Brittney also provided an update on the comprehensive CRM audit and overhaul of Visit Oxnard's operational and reporting systems. The work is intended to improve workflows, reporting consistency and the connection between staff activity and measurable organizational outcomes. She thanked Michelle for her significant role in coordinating the effort and working with the CRM provider.

Brittney announced that Anneliese Engle transitioned from a two consecutive two-month Moorpark College internship terms into a permanent part-time Business Development Assistant position. Visit Oxnard was approved for the VC Works On-the-Job Training Program, which will reimburse 50% of Anneliese's wages through January 2027, providing an anticipated benefit of more than \$7,000. Brittney also reported that Michelle now directly supervises Anneliese and Nino, creating a clearer business development support structure, and has managed Anneliese's onboarding and training.

The new marketing plan would be presented to the full Board immediately following the Executive Committee meeting. Board agreements and information packets would also be distributed for review and completion. Staff has begun early planning for production of the 2028-2029 Visitor Guide and is reviewing the organization's community sponsorship protocol and promotional merchandise strategy for roll out in the next fiscal year.

COMMITTEE COMMENTS:

The Committee discussed the upcoming vote to extend the City of Oxnard's existing sales tax and the potential consequences if the extension is not approved. Discussion focused on the loss of more than \$20 million annually in City revenue, the resulting impact on City services and the possible effect on future funding for Visit Oxnard.

ADJOURNMENT: Kristina Brewer adjourned the meeting without objection at 8:54 a.m.