Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Wednesday, September 23, 2026
Zoom Call

MINUTES

CALL TO ORDER:

Chair Kristina Brewer called the meeting to order at 8:33 a.m.

Committee members present: Kristina Brewer, Ashley Golden and Michael Tripp

Committee members absent: Dolores Licon

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 August 26, 2026, were reviewed and considered for approval. Ashley Golden made the motion to approve the minutes. Michael Tripp seconded the motion. Yes 3, No 0, Abstain 0.

2. Treasurer's Report: Michael Tripp presented the Treasurer's Report for August 2026. Total revenue was $153.9K, $26.9K over budget. Brand Management expenses were $89.9K compared with a budget of $86.5K while Office and Administrative expenses were $23.0K compared with a budget of $23.9K. Year-to-date total revenue was $289.3K compared with a budget of $241.5K. Year-to-date Brand Management expenses were $207.9K compared with a budget of $200.8K and Office and Administrative expenses were $48.5K compared with a budget of $51.1K. Net operating income was $21.1K compared with a budgeted loss of $22.1K. As of August 31, cash on hand plus prepaid expenses and receivables totaled $772.8K. Ashley made the motion to approve the Treasurer's Report. Kristina seconded the motion. Yes 3, No 0, Abstain 0.

INFORMATIONAL ITEMS:

Nominating Committee Discussion:

Brittney reported that Erik Collay resigned from the Visit Oxnard Board after accepting a position in Southern California. He submitted his resignation in writing to Kristina in accordance with the Bylaws. The Committee discussed asking Mark Spellman to fill the Executive Committee vacancy through the end of the current term. Brittney will approach Mark about his interest and availability. The Committee also discussed Sofia Hernandez, Director of Sales for SpringHill Suites and

TownePlace Suites, as a candidate for the General Board vacancy associated with the hotels. Both appointments will be placed on the October agenda for action.

President/CEO Report:

Brittney reported that the fiscal year 2025–26 independent financial audit is underway and that she is preparing requested documentation. Work has begun on annual tax filings and insurance renewals. Health insurance premiums are projected to increase approximately 14%, while dental and vision premiums are projected to increase approximately 2%. The commercial insurance renewals and updated certificates are also in progress. Nino completed the City business license renewal.

Visit Oxnard submitted its annual report to the City on September 17. Staff is preparing the PowerPoint presentation for the October 20 City Council meeting and expects to submit it by the October 5 deadline. All Board agreements have been received. Brittney has countersigned them, and Kristina will countersign them before they are returned to Board members. Brittney also reported progress on the information systems audit and monthly reporting overhaul led by Michelle. Nino and Anneliese now report to Michelle for day-to-day supervision and training.

Work under the fiscal year 2026–27 marketing plan has begun, and projects underway include creative updates to the brand mark for more broad application, strategizing for a new promotional merchandise program and planning for photo and video shoot productions in alignment with digital display advertising needs and our next visitor magazine. Brittney is scheduled to participate in a CBS One Tank Away segment on September 30. Daniel is launching a local influencer initiative. Visit Oxnard is sponsoring the September 26 Banana Festival. Michelle is attending the Med/Pharma Express Conference to explore group business opportunities, and Elizabeth has registered for 24 media appointments at International Media Marketplace in January.

COMMITTEE COMMENTS:

Michael Tripp reported that Chowderfest was well attended and that Sea Fresh won Best Chowder.

Chair Kristina Brewer adjourned the meeting without objection at 8:49 a.m.