

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, June 17, 2026
Best Western Oxnard Inn**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:02 a.m.

Board members present: Kristina Brewer, Steve Buenger, Julie Buffo, John Campbell, Joe Cabral, Erik Collay, Ashley Golden, Juliana Finberg, Randy Latimer, Mark Spellman, Gabe Teran, Michael Tripp and Marissa Vanderwyck

Board members absent: Hugo Centeno, Andy Conli, and Glenda Rivera

Also in attendance: Brittney Hendricks, President/CEO, Michelle Flippo and Daniel Cabrera, staff members

Public in attendance: Ryan Hart/Ventura County Coast, Dolores Licon/Homewood Suites and Richard Cobb/ MWR Navy

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The Board meeting minutes for April 22, 2026, were reviewed and considered for approval. Kristina Brewer made the motion to approve the minutes. Mark Spellman seconded the motion. Yes 13, No 0, Abstain 0
2. Treasurer's Report: Michael Tripp gave the Treasurer's Report for April and May. Total Revenue for April was \$104.2K, Brand Management expenses were \$94.8K. Office and Admin expenses were \$24.2K. Total Revenue for May was \$133.1K. Brand Management expenses were \$63.3K. Office and Admin expenses were \$20.8K. Year-to-Date Total Revenue was \$1.29M with Brand Management expenditures at \$943.4K and Office & Admin expenses at \$247.5K. At the end of the month, cash on hand plus receivables totaled \$547.3K. Julie Buffo made the motion to approve the Treasurer's Report. Mark seconded the motion. Yes 13, No 0, Abstain 0
3. FY 2026-27 Budget Discussion: Brittney Hendricks presented the proposed FY 2026-27 budget, including projected growth from OTMD assessments, short-term rental revenue and the addition of the Tru by Hilton property. The budget includes increased reserve funding, staff compensation adjustments, a new part-time position and funding for a financial audit. Brittney reviewed the OTMD funding allocation requirements and explained that the proposed FY 2026-27 budget exceeds the required percentages for sales and marketing and reserves, while remaining below

the maximum allowable percentage for administration. The OTMD Committee was unable to meet with a quorum in advance of the meeting to formally approve the OTMD portion of the budget. A quorum of that committee was present at the General Board meeting and presented with the OTMD Budget as an information item to inform their approval of the full budget. Mark made the motion to accept the FY 2026-27 budget. Joe Cabral seconded the motion. Yes 13, No 0, Abstain 0

4. Nominating Committee Discussion: Brittney presented nominations for Ryan Aragon of River Ridge Golf Club, Robert Ashe of Suntex Marinas/Marine Emporium Landing and Dolores Licon of Homewood Suites Oxnard to join the Board of Directors. Julie made the motion to approve the appointment of Ryan Aragon, Robert Ashe and Dolores Licon to the Board of Directors. Ashley Golden seconded the motion. Yes 13, No 0, Abstain 0.

Brittney then presented the FY 2026-27 Slate of Officers, which included Kristina Brewer as Chair, Dolores Licon as Vice Chair, Erik Collay as Secretary, Michael Tripp as Treasurer and Ashley Golden continuing as an officer. Joe Cabral made the motion to approve the Slate of Officers. Julie seconded the motion. Yes 13, No 0, Abstain 0.

Brittney presented the FY 2026-27 Board of Directors slate, noting that Juliana Finberg had submitted her resignation after the Board packet was distributed. Michael made the motion to approve the FY 2026-27 Board of Directors slate as presented. Julie seconded the motion. Yes 13, No 0, Abstain 0.

INFORMATIONAL ITEM:

President/CEO Report:

Brittney Hendricks thanked Joe Cabral and the Best Western Oxnard Inn for hosting the meeting and reviewed the FY 2026-27 Board meeting schedule. She introduced Tori DiMarco with Tempest, who provided a preview of Visit Oxnard's new website scheduled to launch on June 29, 2026. The presentation highlighted the site's updated design, improved mobile functionality, enhanced accessibility features, advanced search and mapping capabilities.

Brittney reported on Visit Oxnard's sponsorship of the Oxnard State of the City address, where the organization debuted its new meetings and groups promotional video. She also reviewed recent funding requests submitted through Ventura County Coast for trade shows, marketing programs, Dallas Cowboys Training Camp partner packages and future business development opportunities.

Michelle Flippo provided updates on recent meetings industry activities, including Destination West, MPI Southern California's WeCon, Small Market Meetings and Small & Boutique Meetings. She also reviewed marketing efforts through the HPN Global EMAP program and highlighted the recent Sportfishing with Dan Hernandez segment featuring Oxnard and Fisherman's Catch.

Daniel Cabrera reviewed website traffic, digital advertising and social media performance, noting continued growth in website engagement and strong results from paid advertising campaigns. He also highlighted the successful Expedia co-op campaign with Visit California, recent marketing placements, community outreach activities and new creative installations promoting Oxnard.

Brittney provided public relations updates on recent media coverage, including features in Los Angeles Magazine, San Diego Magazine and Condé Nast Traveler, as well as influencer visits and ongoing media outreach efforts designed to increase awareness of Oxnard as a leisure and meetings destination.

The Board also recognized and thanked Steve Buenger, Julie Buffo and Juliana Finberg for their years of service and contributions to Visit Oxnard. Special recognition was given to Steve and Julie for their leadership and lasting impact on the organization.

Next Board meeting will be August 26, 2026, at Holiday Inn Oxnard

Kristina Brewer adjourned the meeting at 10:15 a.m. without objection.