Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, August 26, 2026
Holiday Inn Oxnard

MINUTES

CALL TO ORDER:

Chair Kristina Brewer called the meeting to order at 9:02 a.m.

Board members present: Robert Ashe, Kristina Brewer, John Campbell, Joe Cabral, Hugo Centeno, Erik Collay, Andy Conli, Ashley Golden, Randy Latimer, Dolores Licon, Glenda Rivera, Mark Spellman, Gabe Teran, Michael Tripp and Marissa Vanderwyck

Board members absent: Ryan Aragon

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

Public in attendance: Ricky Santos w/Holiday Inn Oxnard and Brian Tucker w/Ventura County Coast

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The Board meeting minutes for June 17, 2026, were reviewed and considered for approval. Michael Tripp made the motion to approve the minutes. Mark Spellman seconded the motion. Yes 13, No 0, Abstain 0. (Joe Cabral and Andy Conli 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. Erik Collay made the motion to approve the Treasurer's Report. Gabe Teran seconded the motion. Yes 13, No 0, Abstain 0. (Joe Cabral and Andy Conli had not yet arrived at the meeting.)

INFORMATIONAL ITEMS:

President/CEO Report:

Brittney Hendricks welcomed new Board members Robert Ashe and Dolores Licon and reminded directors to complete their Board agreements and questionnaires. She reviewed ways Board members can support Visit Oxnard by connecting the organization with qualified opportunities, championing campaigns and events, sharing market intelligence and responding to governance requests. Brittney also presented an overview of the fiscal year 2026–27 marketing plan, including the prior-year recap, organizational goals, market research, geographic markets, measurement strategies, creative campaigns, paid, earned and owned media, meetings and group sales, film liaison responsibilities, revenue development, industry relations, partnership programs, Dallas Cowboys Training Camp, transportation, tours and lodging inventory.

Brittney reported that she, Michelle and Daniel attended the Destinations International Annual Convention in Portland. Brittney attended through a small-DMO scholarship and Daniel received complimentary registration and lodging as a member of the Destinations International 30 Under 30 class. She announced that Anneliese Engle joined Visit Oxnard as a part-time Business Development Assistant after completing two internship terms through Moorpark College. Brittney also reviewed staff priorities through the next Board meeting, including attendance at business development and industry events and meetings, upcoming sponsorships and promotions for visitor-serving events, a planned CBS Los Angeles One Tank Away segment, strategic programming for promotional merchandise and community sponsorships, visitor guide preparation, and administrative items including insurance renewals, tax preparation, the financial audit, business license renewal and submitting the organization's annual report to the City. The City Council annual report presentation is scheduled for October 20.

Brittney reported that approved Ventura County Coast funding requests for the new fiscal year include the Dallas Cowboys Training Camp marketing program and VIP Destination Partner Package. Preliminary 2025 tourism impact estimates showed Oxnard travel spending increasing to $379.1 million, earnings increasing to $156.8 million, employment increasing to 3,270 jobs and growth in local and state tax receipts. She noted that new hotel inventory affects occupancy comparisons but the destination continues to show positive movement.

Business Development and Lodging Report:

Michelle reported on staff participation in community events, including the John C. Zaragoza Transit Center ribbon cutting, the Meet Your Elected Officials event and the Military Appreciation Mixer. She presented the approved fiscal year trade show schedule, which includes established events and several new opportunities such as the Visit California Roadshow in Seattle and Vancouver and additional Southern California planner events. Michelle explained that Anneliese will support post-show follow-up, hotel communications and a weekly things-to-do resource for hotel front desks.

Michelle reported that Meetings Today LIVE! West in Sonoma generated 22 one-on-one appointments, one immediate RFP and additional potential RFP opportunities. She also attended the California DMO Alliance planner luncheon at Hijinx Hotel in Irvine and served as the event emcee. June lodging performance included 74.7% occupancy, an average daily rate of $187.55 and RevPAR of $140.12. July occupancy reached 81.5%, ADR was $203.78 and year-to-date occupancy reached 67.8% with RevPAR of $128.81. Hotel partners reported a strong summer driven largely by transient demand.

Digital Marketing Report:

Daniel reported strong website engagement for June and July, with continued interest in things to do and Dallas Cowboys Training Camp content. Paid search continued to outperform industry benchmarks and experience-focused searches such as whale watching, restaurants and attractions performed particularly well. Social media highlights included Havana Nights, the Fatal Maska Music Festival, Juneteenth, events content produced with Ventura County Coast and Dallas Cowboys Training Camp. A new matcha article was also published on VisitOxnard.com.

Oxnard Fan Night drew an estimated 7,000 attendees and included Dallas Cowboys Cheerleaders, Rowdy, a Wild West show, Cowboys legends and exclusive shirts. Visit Oxnard supported hosted meals for the cheerleaders and maintained a tent at Training Camp with a photo booth and a 20th-anniversary hat giveaway. The VIP-pass promotion generated 923 unique entries and the on-site hat giveaway generated 2,187 email entries, with approximately 450 hats distributed. Daniel also reviewed expanded Training Camp advertising and editorial placements in Dallas-Fort Worth and Southern California markets. He concluded with an update on the Karl's groundbreaking at Fisherman's Wharf.

Public Relations Report:

Elizabeth reviewed extensive earned media coverage for Dallas Cowboys Training Camp and the destination. Highlights included a Los Angeles Times feature with an interactive map showcasing DW Drums, the Taco Trail, beaches, Teatro, Channel Islands, local businesses and Oxnard's music culture. Training Camp coverage included KTLA, KEYT, the Ventura County Star, VC Reporter, SheBuysTravel, La Opinión and additional broadcast interviews. Several stories were syndicated through national networks, significantly expanding their reach. Fall priorities include fall travel, Día de los Muertos, holiday coverage and potential media visits connected with the Sespe Creek tasting room opening.

The next Board meeting will be October 21, 2026, at Best Western Oxnard Inn.

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