

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Wednesday, January 25, 2023
Zoom Call**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:35 a.m.

Committee members present: Steve Buenger, Ashley Golden, Dolores Licon and David Neel

Committee members absent: None

Also in attendance: Julie Mino, President/CEO, Michelle Flippo and Brittney Hendricks, staff members

Public in attendance: None

PUBLIC COMMENT: None

ACTION ITEMS:

1. Approval of Minutes: The November 16, 2022, Committee meeting minutes were reviewed and considered for approval. David Neel made the motion to approve the minutes. Ashley Golden seconded the motion. Yes 4, No 0, Abstain 0
2. Treasurer's Report: David gave the Treasurer's Report for December. Total Revenues for December came in at \$519K. Total expenditures for Brand Management came in at \$78k to a budget of \$52k due to receiving many invoices in December that we had budgeted for in November. The Balance Sheet shows that we have \$611K in the bank after the end of December.
3. Mid-year Budget Discussion: Julie presented the mid-year budget. We have been slightly under budget with our TMD collections, so Total Funding was lowered by \$33K. The Marketing/Ads/PR budget was lowered by \$54K due to the elimination of a costly study for a second year. Also, the Director of PR was on maternity leave for a few months. Business Development was increased by about \$12K. Some tradeshow for Michelle were added. Compensation and Benefits were increased to allow for bringing Daniel Cabrera on as a full-time employee. We will end the year with a roll-over of \$10k as opposed to the budgeted \$14K. Dolores Licon made the motion to approve the Treasurer's Report and Mid-year Budget. David seconded the motion. Yes 4, No 0, Abstain 0
4. Nominating Committee Discussion: Julie presented Juliana Finberg with The Collection to fill the vacant Board seat. She was recommended by Michael Pynn to fill Jill Almonia's spot. Ashley made the motion to present Juliana to the full board for approval. Dolores seconded the motion. Yes 4, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: Daniel Cabrera will be coming on full-time to the Visit Oxnard team on February 6th.

The Wayfinding Steering Committee meetings with stakeholders will be taking place on February 7-9, 2023, and Brittney will be sending out invites soon. We will be adding to our original list with representatives from the Port of Hueneme, Naval Base Ventura County, someone from a historic society, the Chumash, City of Oxnard Parks and Recreation, and approving entities from Caltrans and

Channel Islands National Park. Ashley is still trying to locate who from the Channel Islands National Park should be included.

Julie has contacted Civitas to start the process of renewing the OTMD which expires April 2024. She is hoping to align the renewal for ten years with an increase to our assessment to our Annual Report presentation to the City Council. We will need to go before the council three times during this renewal process. Julie has budgeted funds to start working with Civitas in May to finalize in November. Ashley will send Julie the council meetings schedule to plan when she can present to the City Council.

COMMITTEE COMMENTS:

None

Steve Buenger adjourned the meeting without objection at 8:51 a.m.