

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Wednesday, April 30, 2025
Staybridge Suites Oxnard River Ridge**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:30 a.m.

Committee members present: Kristina Brewer, Steve Buenger, Ashley Golden, Dolores Licon and Michael Tripp

Committee members absent: None

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

Public in attendance: None

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: March 26, 2025, Committee meeting minutes 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 joined the meeting.)
2. Treasurer's Report: Michael gave the Treasurer's Report for March. Total Revenues for March were \$103.9K. TMD funds came in at \$28K over budget. Brand Management expenses were \$87.9K. Office and Admin expenses were \$13.2K. Year to Date numbers for Total Revenues are \$994.8K with Brand Management expenditures at \$754.8K and Office & Admin expenses at \$181.8K. We ended the month with total cash on hand, plus receivables at \$522.2K. Kristina Brewer made the motion to approve the Treasurer's Report. Steve seconded the motion. Yes 4, No 0, Abstain 0 (Ashley Golden had not yet joined the meeting).

INFORMATIONAL ITEMS:

1. STR Assessment Discussion: The committee discussed the possibility of drafting a plan that would allow Short Term Rentals to pay a voluntary assessment. Civitas could create a contract similar to the current TMD plan. It was decided that further discussion was needed on collection logistics, owner participation, accounting separation and potential for other STR companies to join. Feedback was shared by various committee members, including perspectives on budgeting, City policy, hotelier considerations and legalities surrounding STR regulation.
2. President/CEO Report: Brittney reported on what she had been working on the last couple of months. She submitted her six- and twelve-month goals for executive review. She is looking at dates to schedule the OTMD Committee meeting to review FY 25-26 budget. She has officially joined the WVCBA Board of Directors and submitted her resignation from the CCTC Board.

She is scheduled to attend CalTravel's Advocacy Day.

She met with the Deputy City Manager and was asked for assistance with the City hiring panel for their Senior Marketing position. Daniel will sit on the panel since Brittney will be out of town.

She is conducting budget planning meetings with Visit Oxnard team members.

She is analyzing audit proposals for FY ending June 2026.

Applications for new credit cards have been completed since the bank will be switching to new credit card vendors.

She continues to work with Civitas to overhaul outdated bylaws.

With Daniel stepping into a salary role, he will take on more marketing related travel. WVCBA has asked him to help form a committee for their new Young Professionals group.

Michelle and Brittney have been holding touch base meetings with Search Party to start building out our digital marketing advertising for meetings. Michelle is also working on a new meetings brochure.

10 Ventura County Coast funding requests have been approved since February with at least 5 more requests to be presented for approval in May.

Nino has requested to take on more copywriting responsibilities as her schedule allows. She has updated several blogs on the Visit Oxnard website as well as one for the Visit California website.

She will also be contributing an article for our upcoming Visitors Guide.

Brittney will be scheduling team reviews in the next couple of months.

Steve Buenger adjourned the meeting without objection at 8:55 a.m.