

**Oxnard Convention & Visitors Bureau  
Executive Committee Minutes  
Wednesday, May 24, 2023  
Zoom Call**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:31 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 April 26, 2023, Committee meeting minutes were reviewed and considered for approval. Ashley Golden made the motion to approve the minutes. Steve Buenger seconded the motion. Yes 3, No 0, Abstain 0 - David Neel
2. Treasurer's Report: David Neel gave the Treasurer's Report for April. Total Revenues came in at \$71K for the month. Total Expenditures for Brand Management were \$84K. Office/General Administration expenses were \$15K. Total Revenues for the year were \$787K. Brand Management is at \$736K. The Balance Sheet shows that we have \$534K in the bank at the end of April. Ashley made the motion to approve the Treasurer's Report. Dolores Licon seconded the motion. Yes 4, No 0, Abstain 0
3. FY 2023-24 Budget Discussion: Julie presented the proposed 2023-24 Fiscal Year budget. She explained the differences in the budgeted amounts from FY 22-23 and FY23-24,. Major differences in the upcoming budget include cutbacks in spend on Concept & Creative, Video & Photography and reduced spend in Print Ads, removing major line items such as AAA Westways print ads. We submitted a VCC 20% funding request to cover some Digital & Online Marketing projects as well as Tradeshow Registration fees for two upcoming shows. The Collateral budget is much higher due to the printing of our new Visitors Guide. The Tradeshow & Conferences budget was reduced, but we will add additional budget at the mid-year review if able. Community Events/Collaborative Support is higher this year, with inflated costs associated with hosting Oxnard Fan Night with the Dallas Cowboys Cheerleaders. Rent will increase in the new fiscal year due to the move into a larger office space. The Committee discussed the changes in policy for VCC funded tradeshow and talked about various ways to fund the tradeshow program. David made the motion to approve the presentation of the budget to the General Board for approval in June. Ashley seconded the motion. Yes 4, No 0, Abstain 0

4. Nominating Committee Discussion: After the OTMD renewal meetings, Ben Ly realized the need for him to be a part of the General Board as General Manager of Zachari Dunes. Julie suggested he also step onto the Executive Committee if approved. Julie has talked with Joe Cabral about possibly coming back on the Board since he has been off for a year per our by-laws. If the Committee thinks it would be beneficial, we could possibly add a Board member from the River Ridge Golf Club or Channel Islands Maritime Museum. This item will be added to the agenda in June to present to the General Board.

INFORMATIONAL ITEM:

President/CEO Report: This will not be officially announced until June 2, but Oxnard Beach Park placed number one for USA Today's 10Best Readers' Choice 2023 for Best Beach on the West Coast. A press release is being written that will align with the June 2<sup>nd</sup> announcement. A quote from Steve Buenger and the mayor will be requested.

Our short film, "A Taco Story" won two Telly Awards, a gold award for the People's Choice voted on by the public and a silver award for Branded Content for Travel & Tourism.

Civitas is currently preparing the OTMD renewal documents. We will go in for a 2% assessment for the new term.

Brittney and Julie will be attending Visit California's third Destination Mixer where they will be representing Oxnard and the Central Coast.

The Travel Matters page on our website has been updated with the latest information.

Brittney and Julie have a call scheduled with the Dallas Cowboys marketing team.

The Visitors Guide is moving forward with a new look, and there are many advertisers participating. A tentative date for the launch party is the week of October 23, 2023, at Wagon Wheel Brewing Company.

COMMITTEE COMMENTS:

None

Steve Buenger adjourned the meeting without objection at 9:08 a.m.