

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Wednesday, May 28, 2025
Zoom Call**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:31 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, Julie Buffo and Michelle Flippo, staff members

Public in attendance: None

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: April 30, 2025, Committee meeting minutes were reviewed and considered for approval. Dolores Licon made the motion to approve the minutes. Kristina Brewer seconded the motion. Yes 5, No 0, Abstain 0
2. Treasurer's Report: Michael Tripp gave the Treasurer's Report for April. Total Revenues for April were \$106K. TMD funds came in at \$6.4K under budget. Brand Management expenses were \$103.4K. Office and Admin expenses were \$18.6K. Year to Date numbers for Total Revenues are \$1.08M with Brand Management expenditures at \$858.3K and Office & Admin expenses at \$200.5K. We ended the month with total cash on hand, plus receivables at \$442.9K. Ashley Golden made the motion to approve the Treasurer's Report. Dolores seconded the motion. Yes 5, No 0, Abstain 0
3. Nominating Committee Discussion: Steve And Brittney met with Erik Collay with TownePlace Suites/SpringHill Suites, and he is very interested in joining the Board. The recommendation is to present his nomination to the General Board at the June meeting for him to be voted onto the General Board at that time. It was also recommended to add Julie to the General Board and Executive Committee for the next fiscal year and to extend Steve's term for one additional year. Kristina made the motion to approve the presentation of the recommendations to the General Board. Dolores seconded the motion. Yes 5, No 0, Abstain 0
4. Proposed Audit Discussion: The Committee discussed selecting Decker, Farrell & McCoy for the upcoming financial audit for Year ending June 30, 2026, with their bid coming in at about half the cost of another firm's proposal. The audit will be conducted every five years, as recommended for organizations of Visit Oxnard's size, with work beginning July 1, 2026. Michael made the motion to present the bid to the General Board for approval. Kristina seconded the motion. Yes 5, No 0, Abstain 0

INFORMATIONAL ITEMS:

1. President/CEO Report: Brittney gave an update on filming in Oxnard, which is currently rather slow. If legislation is passed at the State level, it would allow for tax incentives for filming outside of the film zone, which could provide growth to filming in Oxnard as early as Fall 2025. Julie and Brittney have completed the 25-26 Fiscal Year Budget and will be meeting with Steve and Michael to discuss any revisions before it is presented to the TMD Committee on June 4th. Once revisions are contemplated, the budget will also be presented to the Executive Committee and General Board at the June meeting. New credit cards have been received, and the team will be switching to the new accounts this week. Nino and Daniel have contributed full articles to the upcoming Visitor Guide. We have conducted a lot of photo shoots to supply the new guide with fresh photos. The location of the October launch party should be revealed at the June Board meeting. Brittney attended CalTravel Advocacy Day where she was able to meet with Assemblymembers Steve Bennett and Gregg Hart and State Senator Monique Limon, where they discussed the impact of tourism to the State's economy. They also discussed key issues flagged by CalTravel that included the California Music Festival Presentation Grant Program and the Downtown Revitalization and Economic Recovery of Financing Districts. Daniel attended the Mexico Reverse Mission hosted by Visit California where he conducted 22 one-on-one appointments with tour operators from Mexico. They expressed interest in Channel Islands National Park and Dallas Cowboys Training Camp as well as Zachari Dunes. Nino and Brittney attended the Dallas Cowboys Training Camp planning meeting, where they received a preliminary schedule. Brittney and Daniel will be discussing marketing tactics. The DCTC contract for 2026-30 will go before City Council on June 26th. Brittney and Brian Tucker will be submitting public comments in support of the contract concerning this opportunity. Michelle will be attending the California Cup in Solvang to meet with international tour operators vetted by Visit California. Daniel will be attending Tempest's Tourism Academy in Minneapolis. Visit Oxnard is the Title sponsor for the WVCBA's State of the City. There is still one ticket available for anyone interested. Brittney will be moderating a panel this Friday for WVCBA's Oxnard Leadership Program. VCLA will be hosting 11 international tour operators for a FAM tour in July. Visit Oxnard will be hosting a dinner, and she is working with Tierra Sur to hold it there. They will be staying at Staybridge Suite River Ridge for one night. She is currently working on various projects including Bylaws updates, looking into STR voluntary assessments and the possibility of an internship program starting next calendar year. Brittney will be conducting team reviews in June.

Steve Buenger adjourned the meeting without objection at 8:49 a.m.