

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
Wednesday, January 25, 2023  
Zoom Call**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:01 a.m.

Board members present: Millicent Bennett, Gary Blum, Steve Buenger, Tony Dybeku, Ashley Golden, Adam Gonzalez, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Stacy Miller, David Neel, Mark Spellman and Andrew Sutrisno

Board members absent: Hutton John

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

Public in attendance: Brian Tucker with Ventura County Coast and Juliana Finberg, The Collection at RiverPark

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The November 16, 2022, Board meeting minutes were reviewed and considered for approval. Stacy Miller made the motion to approve the minutes. Nancy Lindholm seconded the motion. Yes 15, No 0, Abstain 0
2. Treasurer's Report: David Neel gave the Treasurer's Report for November and December. November's Total Revenue came in at \$83K. Our total expenditures for Brand Management came in \$50k less than budgeted, primarily due to a disparity in timing on invoices received to when expenses were budgeted to be paid. Total expenditures for the month were at \$90K. Year-to-Date through November shows Total Revenue is \$437K. OTMD collections came in lower than budgeted. December's Total Revenue was \$520K. The Balance Sheet shows \$691K in the bank. Bryan MacDonald made the motion to approve the Treasurer's Report. Nancy seconded the motion. Yes 15, No 0, Abstain 0
3. Mid-Year Budget Discussion: Julie presented the mid-year budget. Changes from the original budget include OTMD collections coming in lower than budgeted for a total difference of approximately \$20K, the elimination of a data-gathering study was under Sales & Marketing and the PR Director's monthly retainer being waived as a result of her maternity leave. A few tradeshow were added that increased our Business and Development budget. Compensation & Benefits were increased to cover bringing Daniel on as a full-time employee. Marilyn Miller made the motion to approve the Mid-Year Budget. Ashley Golden seconded the motion. Yes 15, No 0, Abstain 0
4. Nominating Committee Discussion: Julie presented Juliana Finberg with The Collection as a prospective new Board Member. She is the Marketing & Business Development Manager and

was suggested by Michael Pynn to fill Jill Almonia's Board seat. Nancy made the motion to approve the addition of Juliana to the General Board. Mark Spellman seconded the motion. Yes 15, No 0, Abstain 0

#### INFORMATIONAL ITEM:

President/CEO Report: Daniel Cabrera, Digital Marketing Coordinator for Visit Oxnard, will be moving to a full-time position in February. Brittney has assumed the role of Chair of the PR Committee for the Central Coast Tourism Council.

Julie informed the Board of the meetings attended by the staff, including: WVCBA Annual Luncheon, Visit Camarillo's Tourism Luncheon, a meeting and tour of Mandalay Generating Station with Giggster, the City of Oxnard and County of Ventura Economic Development Collaborative for Film Oxnard and a presentation given to the Oxnard Union High School hospitality teachers.

Wayfinding Stakeholders meetings will be conducted in February. Julie asked if anyone had some contacts for Caltrans and Channel Islands National Park. Bryan will send Julie some contacts for Caltrans. Julie presented the top social media posts for November and December.

Michelle reported on the CalSAE Seasonal Spectacular tradeshow and appointments. She also presented her upcoming travel show schedule for the remainder of the fiscal year. She will be attending two Travel & Adventure Shows, two meetings shows and IPW with Ventura County Coast and will represent Oxnard at the Destination West meeting show in Denver in May.

Brittney shared Visit Oxnard's midyear update from Torchlight Marketing, which is the company that works to improve our SEO and organic volume growth. She reported the results of our fall social media giveaways that included prizes for a Thanksgiving, Santa to the Sea and the Jade Catta Preta at Levity Live. She highlighted the 12 Days of Giveaways, which featured 26 partners. The goal was to grow not only Visit Oxnard's followership but also our participating partners. She showed a clip of our upcoming short film "A Taco Story" promoting the Oxnard Taco Trail, which will be showing in select theaters in Los Angeles. This is in alignment with top affinity groups we are seeing in our data measurement (e.g., foodies, millennials).

She presented some paid media placements including the artwork on the Highway 101 billboard, artwork on The Collection LED board, a full-page ad in San Diego Magazine with an advertorial pick-up in their West Coast Wine Destinations section, and ads in Smart Meetings Magazine and Meetings Today. We additionally ran a 2-page spread in Phoenix Magazine as a co-op with Ventura County Coast, with Oxnard and Ventura heavily featured in their 14-page spread.

For our earned media, Visit Oxnard was featured on NBC's California Live on Dawn McCoy's travel segment. The art installation at the Oxnard Transit Center received a pickup by KVTA.com. Visit Oxnard hosted Youtubers "Run the Atlas" in November who posted a video blog of their visit. Molly O'Brien, on assignment with Matador Network, also visited Oxnard in November and wrote a beautiful article chronicling her stay at Zachari Dunes. Oxnard holiday events were highlighted on Visit California's website for 50 Fun Things To Do This Holiday Season. Chef Damien with Zachari Dunes was also featured on Visit California's site.

She presented the web traffic reports for November and December with both months showing organic lift. The e-newsletter subscriber list was cleaned up, which helped increase our open rate.

Julie explained the STR report to the Board. Our Average Daily Rate for November was the strongest in Ventura County as well as the month's RevPar.

The next General Board meeting will be in person on Wednesday, February 22, 2023, at Zachari Dunes on Mandalay Beach. A photographer will be present to capture some meetings focused photography for use in the promotion of meetings and group business in Oxnard.

#### BOARD COMMENTS:

Gary Blum w/ Downtown Oxnard and Heritage Square – Downtowners are working on the 2023 events calendar with a few new ideas. The Downtown Improvement Association will be relaunching their monthly e-newsletter. They are reactivating their school program that closed during COVID. Heritage Square is now home to an Airbnb above Heritage Coffee & Gifts with a 2-room suite. They are hoping to host a cornhole tournament at the end of May as well as possibly an additional concert series at Heritage Square. The Oxnard Plantfest last Saturday doubled the attendance from last year. Friends of Campus Park has been advocating to turn the old Oxnard High School property into a Community Park, and the City will be going out to RFP for Phase One.

Dolores Licon w/ Homewood Suites - will be hosting some Oxnard High School students and presenting the hospitality industry to them.

David Neel w/ Murphy Auto Museum – February 19<sup>th</sup> they will be holding their monthly Muscles and Mojo Car Show.

Bryan MacDonald w/ Oxnard City Council – he also sits on the Ventura County Transportation Commission, and he will be stepping back into the Chair position. He will also be assisting Sheriff Fryhoff, who will be bringing the California State Sheriff's Annual Conference to Zachari Dunes in April.

Mark Spellman w/ Lazer Media – California Strawberry Festival is moving to the Ventura Fairgrounds. Lazer Media is working on a possible Cinco de Mayo event at College Park. Oxnard College will be hosting a family day at College Park, as well.

Andrew Sutrisno w/ Zachari Dunes on Mandalay Beach – they hosted 4 media outlets this past weekend. They will be having some special activations for Valentine's Day.

Juliana Finberg w/ The Collection at RiverPark – Several new openings during their holiday season including King & Queen Cantina, Exer Urgent Care, Devil & Angel Desserts, Two Hands Corndogs and Journeys. King & Queen Cantina's Ribbon Cutting is tonight. The Barbie Truck will be at The Collection this weekend.

Brian Tucker w/ Ventura County Coast – The Forecast for Ventura County for the 2023 calendar year is 76% for occupancy and an average daily rate of \$151. Naval Base Ventura County/Point Mugu Airshow will be held on March 18-19. VCC is supporting this event.

Steve Buenger adjourned the meeting without objection at 10:04 a.m.