

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
Wednesday, October 23, 2024  
Courtyard by Marriott**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:04 a.m.

Board members present: Kristina Brewer, Steve Buenger, Joe Cabral, Hugo Centeno, Tony Dybeku, Juliana Finberg, Ashley Golden, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Stacy Miller, Glenda Rivera, Mark Spellman and Michael Tripp

Board members absent: Adam Gonzalez

Also in attendance: Julie Buffo, President/CEO; Brittney Hendricks, Michelle Flippo, Daniel Cabrera and Elizabeth Melgoza, Visit Oxnard staff members,

Public in attendance: Brian Tucker with Ventura County Coast, MARRISA Vanderwyck with Residence Inn River Ridge and Ricky Santos with Courtyard by Marriott

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The August 21, 2024, Board meeting minutes were reviewed and considered for approval. Bryan MacDonald made the motion to approve the minutes. Kristina Brewer seconded the motion. Yes 13, No 0, Abstain 0. (Mark Spellman had not joined the meeting yet)
2. Treasurer's Report: Michael Tripp gave the Treasurer's Report for August and September. Total Revenues for August were at \$120.6K. Brand Management was \$71.7K. Office and Admin expenses were \$19K. For the month of September, Total Revenues were at \$147.7K. Brand Management was \$87K. Office and Admin expenses were \$19.9K.. He informed the Board of some fraudulent activity on the Visit Oxnard account and a new account will be opened. Joe Cabral made the motion to approve the Treasurer's Report. Nancy Lindholm seconded the motion. Yes 13, No 0, Abstain 0. (Mark Spellman had not joined the meeting yet)
3. Nominating Committee Discussion: The Executive Committee presented the resignation of Millicent Bennett from the Board since she is transferring to a Ventura hotel property and the recommendation to add Marissa Vanderwyck with Residence Inn to take her seat on the General Board. Mark Spellman made the motion to accept the resignation and the addition of Marissa to the Board. Kristina seconded the motion. Yes 14, No 0, Abstain 0

## INFORMATIONAL ITEM:

President/CEO Report: Visit Oxnard's Annual Report to the City is scheduled for October 29th before City Council. Brittney Hendricks will be presenting the report, and attending the discussion on the Wayfinding and Gateway bids.

Michelle reported on her activities the last couple of months that included the WVCBA Military Mixer and attending the Military Appreciation Dinner where Visit Oxnard was the gifting sponsor. She attended the Small Market Meetings show and conducted 23 one-on-one appointments, She also attended Destination California where she had 21 one-on-one appointments.

Brittney informed the Board about a request from Jed Chernabaeff with the Channel Islands Harbor to hold a training session with our restaurateurs on social media. A call has been scheduled with the different areas of Oxnard and she invited anyone on the Board to be on the call.

She attended Councilman Bryan MacDonald's Mayoral Campaign Kick-off.

Brittney and Daniel attended the CalTravel Summit in Oceanside where Daniel was awarded a 30 under 30 Emerging Leader Award.

JNS Next was in town to shoot video for the "Ox Marks the Spot" marketing campaign.

She attended the Visit California Media Reception where she was able to speak with many media outlets. She discussed the updates to the Fall seasonal campaigns and a new website feature where events can be added to Google and Outlook calendars. She highlighted the print ads that were recently placed in the California 101 Travelers Guide and San Diego Magazine.

She informed the Board that the Oxnard Restaurant Pass and Taco Trail is transitioning away from the mobile check in game. But the promotion of the Oxnard Taco Trail will continue.

Elizabeth Melgoza presented the public relations report. She sent out two press releases. One for Oxnard's Fall events and one on Julie's retirement. She informed the Board about a partnership with Central Coast Tourism to bring out an influencer to cover Dallas Cowboys Training Camp. She presented the other pickups that covered training camp.

Elizabeth submitted the Oxnard Taco Trail for a Sunset Travel Award and we were chosen.

Daniel presented the top social media posts for August and September.

He reported on the giveaway for Dolce Vita with over 3,000 entries. He highlighted the inaugural PAL International Boxing Tournament and the social media posts in partnership with Ventura County Coast. The tournament was live streamed all over the world and Visit Oxnard was able to run 30 second ads during the event as well as a full-page ad in the program.

He showed the additions to the Film Oxnard website.

He was a judge for the Panteon Fest at Heritage Square.

Julie highlighted the STR report for September. The Occupancy Rate is 74.3%, up 9.2% from last year with Year-to-Date Occupancy at 69.3% which is a slight decrease from last year. ADR is at \$197 and that is 3.1% better than last year.

Next Board meeting will be December 11<sup>th</sup> at Zachari Dunes on Mandalay Beach.

## Board Comments:

Juliana Finberg/The Collection – The Trick or Treat event is tonight. Their Tree Lighting Ceremony will be November 20<sup>th</sup>. Road Runner Sports will be opening soon with Immigrant Son to open soon after that.

Glenda Rivera/Zachari Dunes on Mandalay Beach – They will be hiring a new executive chef soon. They have a new Director of Marketing.

Hugo Centeno Jr./Churro Champ – They broke 400 events reaching as far as Irvine.

Tony Dybeku/Honey Cup – They will be opening up two more Honeycup locations.

Bryan MacDonald/Oxnard City Council – He pushed the Soroptimist event, Bras for a Cause.

Michael Tripp w/Channel Islands Harbor – Parade of Frights is Friday night. They will also have a Farmers market and Trunk or Treat. Fireball Tim will be there with some cars. The Harbor will also be decorating for the event.

Ashley Golden/City of Oxnard – She thanked Stacy for her help with the RiverPark ballot measures and thanked the Board members that helped out with the boxing tournament.

Brian Tucker/Ventura County Coast – He mentioned the upcoming shows Michelle will be attending for VCC: Connect West and NTA Travel Exchange which will include a kiosk in the National Parks Pavilion. He talked about the boxing tournament as VCC is hoping to build the sports market in the county. They are partnering with SeeAg for Ventura County Farm Day. They are working with a small Beta Spanish to English program. The new forecast should be out soon.

Nancy Lindholm/West Ventura County Business Alliance – Their Political Action Committee has been busy. They will be conducting an Oxnard Community Profile report.

Marissa Vanderwyck/Residence Inn – The hotel renovation should be complete by the end of the year. They will also be converting one of their tennis courts into a pickleball court.

Mark Spellman/Lazer Media – Oxnard Ambassadors held their annual Golf Tournament earlier this month. Rotary of Oxnard has their annual Poinsettia program. Lazer Media is working with Stacy for the Gold Coast Health Plan Free Family Day in Santa Paula.

Stacy Miller – Let the board know where to get their yard signs for the RiverPark ballot measures.

Steve adjourned the meeting at 9:54 without objection.