

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, October 26, 2022
Hilton Garden Inn**

MINUTES

CALL TO ORDER:

The meeting started at 9:01 a.m. with the President's Report since a quorum of Board members had not been reached.

Chair Steve Buenger officially called the meeting to order at 9:22 a.m.

Board members present: Steve Buenger, Ashley Golden, Adam Gonzalez, Dolores Licon, Nancy Lindholm, Marilyn Miller, David Neel and Mark Spellman

Board members absent: Jill Almonia, Millicent Bennett, Gary Blum, Tony Dybeku, Hutton John, Bryan MacDonald and Stacy Miller

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, Andrew Sutrisno with Zachari Dunes on Mandalay Beach and Muhammad Alam and Avalon Olivadoti with Hilton Garden Inn

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The September 28, 2022, Board meeting minutes were reviewed and considered for approval. Marilyn Miller made the motion to approve the minutes. Dolores Licon seconded the motion. Nancy stated that the minutes should be changed to reflect that the STR Report was given for August, not June, as captured in the minutes. Yes 8, No 0, Abstain 0
2. Treasurer's Report: Steve gave the Treasurer's Report for September. Revenues were at \$94K. OTMD Monthly Assessments are down. Salary & Wages are off due to a classification error. Brand Management is under budget due to timing issues. At the end of September, there was \$633K in the bank. Nancy made the motion to approve the Treasurer's Report. Mark Spellman seconded the motion. Yes 8, No 0, Abstain 0
3. Nominating Committee Discussion: Julie introduced Andrew Sutrisno with Zachari Dunes on Mandalay Beach, and that the Nominating Committee would like to add him to the General Board as Zachari Dunes' representative. Ashley Golden made the motion to approve the addition of Andrew to the Board. Nancy seconded the motion. Yes 8, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report:

Yesterday, the Visit Oxnard team attended the ribbon cutting ceremony at Zachari Dunes. Brittney and Julie attended the Cal Travel Summit in Palm Springs earlier this month. Julie discussed the results of some of Visit Oxnard's social media giveaways. She presented the top social media posts for the month of September. Michelle talked about her upcoming tradeshow schedule. She will be attending Destination West representing Visit Oxnard, and then she will attend Smart Meetings, Connect West and CalSAE's Seasonal Spectacular on behalf of Ventura County Coast. She reported on the West Ventura County Business Alliance's luncheon, where City Manager, Alex Nguyen, spoke. Brittney reported on the Brand USA co-op that was started during the pandemic. She highlighted the results from the campaign that ran for April and May, which targeted international travelers from Mexico in Spanish. Visit Oxnard's Mexican food submission for Visit California's stories platform was the top performing submission in September for the entire state. New holiday picnic photography was taken by Dave Lion with VCC. We ran a giveaway for a picnic for Parade of Frights. New images for Santa to the Sea were also taken. Oxnard.org is undergoing a complete rebuild. Brittney attended a workshop to help with ideas. She reported on the earned media for the month. Oxnard was included in the most neighborly cities list, and CBS Los Angeles picked up the story, used Visit Oxnard b-roll and even interviewed the mayor. We have a new blog article on the CCTC website. She showed new fall creative for digital ad placements running with Madden Media. She reviewed the Website Traffic Report for September that showed significant growth in organic traffic. Julie presented the STR Report for last month.

The next General Board meeting will be on Zoom on Wednesday, November 16th, a week early due to the Thanksgiving holiday.

BOARD COMMENTS:

Nancy Lindholm – Friday, November 4th the WVCBA will be holding their annual Military Appreciation Dinner.

Marilyn Miller – The Harbor Department has signed a contract with a contractor to start on the revetment of the Hyatt House property, which will be followed by the hotel contractor starting on soil work. They are close to signing a contract with a restaurateur to take over the Whale's Tail. They will also be revealing which proposal was chosen for the Fisherman's Wharf project. A new brewery is going into Harbor Landing.

Brian Tucker – VCC is printing a new Meetings Guide. They were also featured in the promotional materials for the upcoming CalSAE Seasonal Spectacular.

Ashley Golden – The City of Oxnard's website is being redone. They are continuing to work on the gateway program. The City Council decided to hold a special election in March to fill Vianey Lopez's council seat.

David Neel – The Murphy Auto Museum is getting ready to decorate for the holidays, and they are available to supply vehicles for parades. They recently received a donation of a 1974 Porsche 914 called Creamsicle. The third Sunday of every month they hold a Cars and Coffee.

Adam Gonzalez – He has taken Carmen Ramirez's place on the board of Teatro de las Americas.

Mark Spellman – Highlighted several of the upcoming Downtown holiday events. Tomorrow night he is attending a Zoom meeting to discuss next year's California Strawberry Festival, May 20-21, 2023.

Steve Buenger – Marine Emporium Landing is preparing for Parade of Frights. He has just welcomed his 7th grandson.

Steve Buenger adjourned the meeting without objection at 9:54 a.m.