

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, November 16, 2022
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, Ashley Golden, Adam Gonzalez, Hutton John, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, David Neel and Mark Spellman

Board members absent: Tony Dybeku, Stacy Miller and Andrew Sutrisno

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 Michael Tripp, Channel Islands Harbor

PUBLIC COMMENT:

Marilyn Miller introduced Michael Tripp, Channel Islands Harbor Director, to announce the selection for the Fisherman's Wharf project. The decision was based on a desire to bring more people into Channel Islands Harbor. The RFP process brought in four proposals, including several mixed-use projects that would take years to finish and not bring people into the Harbor. The decision was made to move forward with the strawberry-themed project that was proposed. The applicant would be responsible to fill the lease spaces, precluding vacant spaces, and the project was attractive for its potential appeal to families. The group has developed other nautical themed parks, in addition to agricultural themed parks, and the Harbor is committed to ensuring the park design fits with the area. They will go to their Board in December or January.

The Harbor has received an exclusive right to negotiate for The Whale's Tail. They are working with two gentlemen who have almost 50 restaurants between them. One of the partners was, under Paramount, responsible for opening Bubba Gump restaurants, and the other has several Michelin rated restaurants.

ACTION ITEMS:

1. Approval of Minutes: The October 26, 2022, Board meeting minutes were reviewed and considered for approval. Marilyn made the motion to approve the minutes. Nancy Lindholm seconded the motion. Yes 11, No 0, Abstain 1 (Bryan MacDonald)

2. Treasurer's Report: David Neel gave the Treasurer's Report for October. Gross profit for October is at \$94K. Monthly assessments came in slightly over budget. Several line items are over or under due to timing of receiving invoices. Public Relations is off because the contractor is out on maternity leave. Total expenditures for the month were \$94K. Gross profit year to date is \$353K. Monthly assessments for the year are down mostly due to Zachari Dunes being offline due to renovations. Total Expenditures for the year are \$373K. The Balance sheet shows \$691K in the bank. Bryan MacDonald made the motion to approve the Treasurer's Report. Ashley Golden seconded the motion. Yes 12, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: Smart Meetings was held at Zachari Dunes in partnership with Ventura County Coast. Visit Oxnard hosted the first night's opening reception. The activations were all items that could be repeated for other groups coming into Oxnard. Julie showed the Board some images highlighting the event while detailing specifics about the reception.

The Visit Oxnard team attended the WVCBA's 25th Annual Military Appreciation Dinner at Courtyard by Marriott.

Michelle reported on the meetings shows she attended in November. She attended Destination West in Tucson representing the City of Oxnard and conducted 20 appointments. Representing Ventura County Coast, she attended Smart Meetings in Oxnard and Connect West in San Francisco and conducted 46 appointments with Michele Gilmour with Visit Ventura.

She highlighted an upcoming ad and advertorial in Meetings Today.

Brittney reported on the Wayfinding Steering Committee kickoff meeting with contractor Merje. They will reconvene in February after several small meetings with key stakeholders in the City of Oxnard.

Brittney showed the various holiday graphic overlays with which we are skinning our website.

She informed the Board about the upcoming 12 Days of Giveaways annual holiday audience growth campaign. She presented the holiday ads that have launched through Madden Media. She showed the Santa to the Sea ad that was created for use by Visit Oxnard and Santa to the Sea.

She reported on the Visit California Pacific Northwest Media Reception that she attended last week in Seattle, where she met with 15 vetted travel writers.

She highlighted recent earned media including family-friendly deliverables resulting from a press trip with digital influencer Coury Combs from Fancy Treehouse.

Molly O'Brien included us in her article on the "12 Beautiful California Coastal Towns You Must Visit" in Fodor's Travel and also an article in Locale magazine.

Alli Sewell reached out to us from DestGuides.com and included an article on their site "25 Fun Things To Do in Oxnard, California."

She explained October's Website Traffic Report. She talked about the Organizational Activity Report for October that was not included in the Board packet this month.

She discussed meetings she had attended, including Film-A-Palooza, hosted by County of Ventura Economic Collaborative. Several cities from the county were there discussing how to increase visitation to our destination through film production. At the event she was able to meet the new Arts & Cultural Manager for the County of Ventura. She will be meeting him tomorrow at the Oxnard Transit Center to present the new 360-degree indoor art installation.

She met with the new owner of the Mandalay Generating Station. They plan to eventually take down the structure and develop the property to serve residents and visitors. Until then, the owner wants to work with Visit Oxnard to drive filming to the property.

The next General Board meeting will be on Zoom on Wednesday, January 25th, 2023.

BOARD COMMENTS:

Nancy Lindholm –WVCBA is celebrating some wins from the election. They have one event left for the year, a business and economic outlook program concentrating on the current labor market on December 1st at the Tower Club.

Bryan MacDonald – Informed the Board about a comedian coming to Oxnard Levity Live that has made some very ugly comments about Oxnard. The community is very upset. Levity Live is working with the comedian to try and get her to cancel her show (Whitney Cummings Dec 8-10, 2022)

Marilyn Miller – Everyone enjoyed the Parade of Frights. Parade of Lights will be on the second Saturday of the month.

Gary Blum – The Downtown Tree Lighting will be Thursday, December 1st in conjunction with the First Thursday Food Trucks. The Christmas Parade is December 3rd in conjunction with the City's Tamale Festival. December 10th, Heritage Square Gingerbread House Exhibit opens and on December 11th, Christmas Tree Lane opens. Holly Trolley Tours will be on December 13, 14 and 15. After a 2-year hiatus Sip, Taste and Tour on Christmas Tree Lane will be back on December 17th.

David Neel – This Sunday is the Murphy Auto Museum's Muscles & Mojo event. They usually have about 50 cars.

Millicent Bennett – Thanked the Visit Oxnard team for their presence at a welcome table at the hotel for their Gordon Research Conferences groups.

Hutton John – The Haven at Whitesails will be holding a monthly comedy night, the third Thursday of the month. They are starting a Gospel Lunch Brunch on Sundays featuring a local Ventura County gospel artist.

Brian Tucker – Congratulated Visit Oxnard on the opening reception that they hosted for Smart Meetings. At next month's CalSAE Seasonal Spectacular in Sacramento, VCC will be present with their tradeshow booth.

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