

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
\*\*Wednesday, December 11, 2024\*\*  
Zachari Dunes on Mandalay Beach**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:02 a.m.

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

Board members absent: Hugo Centeno, Tony Dybeku and Marissa Vanderwyck

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

Public in attendance: Dave Lion and Kristal Silva w/Ventura County Coast, Tom LaVacarre w/Zachari Dunes on Mandalay Beach, Andy Conli w/WVCBA and Josh Damigo

PUBLIC COMMENT:

Introductions were made.

ACTION ITEMS:

1. Approval of Minutes: The October 23, Board meeting minutes were reviewed and considered for approval. Stacy Miller made the motion to approve the minutes. Kristina Brewer seconded the motion. Yes 11, No 0, Abstain 0. (Adam Gonzalez had not joined the meeting yet)
2. Treasurer's Report: Michael Tripp gave the Treasurer's Report for October and November. Total Revenues for October were at \$138.8K. Brand Management was \$103K. Office and Admin expenses were \$20K. Total Revenues for November were at \$105K. The OTMD came in at \$10K under budget. Brand Management was \$77K. Office and Admin expenses were \$22.5K. Year to Date numbers for Total Revenues are \$614.7K with Brand Management at \$451.9K and Office & Admin expenses at \$103.6K. We ended the month with total cash on hand, plus receivables at \$471.8K. Nancy Lindholm made the motion to approve the Treasurer's Report. Mark Spellman seconded the motion. Yes 11, No 0, Abstain 0. (Adam Gonzalez had not joined the meeting yet)
3. Nominating Committee Discussion: The Executive Committee presented the resignation of Nancy Lindholm from the Board since she will be retiring. Andy Conli would be her replacement; Bryan MacDonald will also be resigning from the Board. Stacy made the motion to accept the resignations and the addition of Andy to the Board. Kristina seconded the motion. Yes 11, No 0, Abstain 0 (Adam Gonzalez had not joined the meeting yet)

## INFORMATIONAL ITEM:

President/CEO Report: Julie informed the Board of the new and recurring committees that the Visit Oxnard team sits on. Brittney will be the Chair for Cal Travel Summits Award Committee and will be continuing Destination Internationals Small Destination Task Force Committee. Michelle will be serving on Destination International Convention Sales & Services Committee and Daniel has replaced Michelle on the Downtown Oxnard Improvement Association District Identity and Placemaking Committee.

She announced the title changes for Nino and Michelle. Nino is now the Marketing & Office Coordinator and Michelle's new title is Operations & Business Development Manager.

Michelle has been accepted into the 2025 Oxnard Leadership Program that will start after the first of the new year.

Michelle reported on the tradeshow that she attended since the last General Board Meeting. They include Small & Boutique Meetings in South Lake Tahoe and Seasonal Spectacular in Sacramento. On behalf of Ventura County Coast, she also attended Connect West in Los Angeles and the National Tour Association's Travel Exchange in Huntsville, AL.

Brittney spoke about the Restaurateur social media discussion conducted by Daniel and Brittney that included representatives from Channel Islands Harbor, Downtown Oxnard, The Collection, the WVCBA and the City. The City will be hosting an upcoming workshop at the Oxnard Public Library in January.

She participated in Visit California's Quarterly Public Relations Committee call where trends in travel media was discussed. She also attended the Local Coastal Program Update discussion.

The Team had the opportunity to tour Sespe Creek and meet with the new head distiller and COO, John Campbell. Sespe Creek will be building out a small tasting room where tours will be available by appointment.

The Annual Campaign shoot has been concluded. She will be sharing more about the roll out at the February meeting.

January 2025 Visit Oxnard will start a partnership with Seach Party to handle our programmatic display advertising and search engine marketing.

She presented the holiday themed digital ads, Facebook carousel ads and billboard ads at The Collection and the Hwy. 101 billboard.

She discussed the web traffic reports for October and November.

Elizabeth highlighted our earned media that included digital pieces in the Los Angeles Times, NBC LA, VC Star and an industry editorial with Visit California.

She informed the Board about some of the projects that she is working on for 2025 with Forbes, Zoomer and La Parent.

Daniel presented the top social media post for October and November.

He highlighted the social media giveaways for the Nutcracker at the Oxnard Performing Arts Center and Santa to the Sea.

He discussed this year's 12 Days of Giveaways social media and newsletter list growth campaign.

Julie highlighted the STR report for October. The Occupancy Rate for the year was at 69.3% which is a slight decrease from last year. ADR is at \$190 for the year which is the highest in Ventura County.

Next Board meeting will be February 26<sup>th</sup> at the Best Western Oxnard Inn.

#### Board Comments:

Stacy Miller/Stacy Miller Public Relations – RiverPark initiatives went very well.

Nancy Lindholm/West Ventura County Business Alliance – talked about the Board of Directors for the WVCBA's succession plan for shifting the responsibilities from Nancy to Andy.

Andy Conli/West Ventura County Business Alliance – January 30<sup>th</sup> will be the installation of new Board members. They are offering a 401K program that will help businesses stay in compliance with California's regulations.

Dave Lion/Ventura County Coast – Discussed the ADR numbers for the whole county. 5 new properties coming online in the next 6 months in Ventura County.

Kristina Brewer/ RE/MAX Gold Coast Property Management – They housed many displaced people due to the Camarillo fire.

Michael Tripp/Channel Islands Harbor – Parade of Lights is this Saturday with activities all day throughout the Harbor.

Adam Gonzalez/ Teatro de las Americas – Teatro de las Americas currently has a play out. On Valentine's Day they will be hosting Crime and Wine where 4 crime scene investigators will be telling their stories.

Ashley Golden/City Manager's Office – The City has 4 new City Council members being sworn in as well as a new City Clerk and the treasurer is back.

Bryan MacDonald/Oxnard City Council – Santa to the Sea had the largest number of runners in a while.

Glenda Rivera/Zachari Dunes on Mandalay Beach – Great Thanksgiving and everyone is happy with the new chef. Santa will be coming to the hotel. They will also have a prefix menu for Christmas Eve and brunch on Christmas Eve. They are also planning a New Year's Eve event.

Tom LaVacarre/Zachari Dunes on Mandalay Beach – Passed around a list for the Board to sign-up for Zachari's email subscription list.

Mark Spellman/Lazer Media – Tamale Festival saw 15-20K attendees throughout the day.

Juliana Finberg/The Collection – Road Runner Sports opened in October, Immigrant Son should be open by end of the year and Gom Snow Dessert will be opening on December 19<sup>th</sup>.

Steve adjourned the meeting at 9:56 without objection.