

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, February 28, 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, Juliana Finberg, Ashley Golden, Dolores Licon, Bryan MacDonald, David Neel, Mark Spellman and Michael Tripp

Board members absent: Millicent Bennett, Tony Dybeku, Adam Gonzalez, Hutton John, Nancy Lindholm and Stacy Miller

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

Public in attendance: Brian Tucker with Ventura County Coast and Hugo Centeno, Jr, prospective new Board Member

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The December 13, 2023, Board meeting minutes were reviewed and considered for approval. Mark Spellman made the motion to approve the minutes. Bryan MacDonald seconded the motion. Yes 10, No 0, Abstain 0.
2. Treasurer's Report: David Neel gave the Treasurer's Report for December and January. Total Revenues were \$81.8K for the month of December with Total Brand Management at \$40K and Total Office and Admin at \$24.5K. Year to Date Revenue was \$550.5 K with Total Brand Management at \$459.6K and Total Office & Admin at \$134K. Total cash on hand at the end of the month was \$507K.
Total Revenues for the month of January were at \$67.6K. Total Brand Management was \$38K and Office and Admin was at \$21.8K. Total in the bank at the end of January was \$464K . Julie reported that all but \$12K of the ARPA funds designated for the City's film coordination have been spent. Visit Oxnard spent \$50k of the \$1m for Wayfinding for the design process with Merje, that remaining \$950k will be utilized by the City for implementation. Kristina Brewer made the motion to approve the Treasurer's Report. Mark seconded the motion. Yes 10, No 0, Abstain 0
3. Mid-year Budget Discussion: Julie presented the Mid-year Budget and highlighted the line items that have been updated. Under Sales & Marketing/Brand Management there is an increase of \$26K to cover some unplanned and higher than budgeted expenses. Under Business Development & Customer Relations we are \$10K under due to using VCC funds to cover Michelle's tradeshow travel for the rest of the year. Compensation & Benefits are slightly higher due to health insurance costs to add health insurance for two employees. Dolores made the motion to approve the Treasurer's Report. Kristina seconded the motion. Yes 10, No 0, Abstain 0

4. Nominating Committee Discussion: Julie presented the changes needed to be made to the membership of the Board of Directors. Ben Ly will be leaving his position at Zachari Dunes and has resigned from the Board. He recommended the new GM take his place on our Board when hired. She also presented Hugo Centeno, Jr. for approval to be added to the Board of Directors. He has been very active with Visit Oxnard helping promote the City of Oxnard as a Brand Ambassador for many years and in many forms. Dolores made the motion to add Hugo to the Board, Ashley seconded the motion. Yes 10, No 0, Abstain 0
Julie suggested adding Michael Tripp to our Executive Committee to fill the place vacated by Ben Ly. Dolores made the motion to add Michael Tripp to the Executive Committee. Mark seconded. Yes 10, No 0, Abstain 0
Dolores made the motion to accept Ben's resignation. Kristina seconded the motion. Yes 10, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: Zachari Dunes was voted as #1 Best New Hotel in USA Today's 10Best Readers' Choice poll. They will be hosting an Open House for the community next weekend.

Visit Oxnard presented the new City Contract for approval to the City Council as well as the Wayfinding project. Both received unanimous approval.

Brittney, Michelle and Julie attended the installation of officers for the WVCBA and Julie will continue with her seat on their Board.

Julie attended the Call Travel Winter Board meeting. She also presented at the meeting as the Awards Chair for the Cal Travel Summit.

IPW 2024 is taking place in Los Angeles in May. Visit California and Ventura County Coast will be hosting a post familiarization tour with 20 planners and media. Visit Oxnard will be hosting the group on the Scarlett Belle on May 9th from 3:30 to 5:30. Julie asked all Board members to attend.

Michelle reported on her activities over the last couple of months. She attended the WVCBA's Ribbon Cutting for their new offices. With other members of their Military Appreciation Committee, she witnessed the 346 TRS Activation at the Naval Base Ventura County. She highlighted the tradeshow she had attended including, CalSAE Seasonal Spectacular and the Travel and Adventures shows she attended in Chicago, Denver, New York and Phoenix all in partnership with Ventura County Coast. She also showed the new logo recently created for the Downtown Oxnard Improvement Association.

Visit Oxnard's has partnered with the Santa Barbara Channel Whale Heritage area. It is one of only ten in the entire world.

Brittney revealed the creative from our ad refresh conducted by Madden Media which included a "Flip the Script" leisure campaign and "More than Meets the Ocean" meetings campaign. She presented new ad placements including All About Local, the WVCBA Business Guide, Small Market Meetings, Dreamscape Magazine which goes out with Canada's national newspaper, Orange Coast magazine, Pasadena magazine, San Diego Magazine, Seattle Met and a demand generating package with Smart Meetings.

She highlighted the new landing pages, a refresh of the Channel Islands National Park page and an addition of a Channel Island Harbor page.

Brittney attended the Visit California Media dinner in Dallas, Texas where she was able to speak to many high-quality journalists. She was also able to tour The Star in Frisco and check in with some of our Dallas Cowboys' contacts.

She presented the Website Traffic report for December and January where the meeting pages made the top 5 for both months as well as Christmas Tree Lane, Food & Drinks, Things to Do and Dallas Cowboys Training Camp.

Elizabeth presented some of the press coverage for the holidays. KET and NBC Los Angeles covered

Christmas Tree Lane. Smart Meetings published a piece including Zachari Dunes and Ventura County. A Taco Story Campaign is a finalist for the Poppy Awards from Visit California, the awards will be announced on March 12 at Outlook Forum.

She informed the Board of the items she is currently pitching to journalists. One is the Original Road Trips Pass, a part of the Central Coast Tourism's plan where funding is received to bring out a top tier journalist to do a cross destination visit. Elizabeth is working closely with Visit Santa Barbara. She has also been busy pitching Valentines Day, Whale Watching and Spring Break travel. KTLA will be including Oxnard on a piece for affordable Spring Break getaways. She is also building on the partnership with the Santa Barbara Channel Whale Heritage area. Sunset Magazine has shown some interest.

A Taco Trail was also submitted for an Etsy Award with the eTourism Summit taking place in Las Vegas in April.

Daniel presented the top social media posts for December and January. He reported on the results of the 12 Days of Giveaways where 32 partners were featured. Visit Oxnard now has over 30K Instagram followers.

He highlighted the stories for Visit California's Localhood with Oxnard #1 for most organic google impressions for 2023. He showed the board some of this year's stories.

Daniel continues to work on the City of Oxnard's film page.

Julie presented the STR Report for December and January.

Board Comments:

Bryan MacDonald w/Oxnard City Council – has been appointed Chair for the Losan Regional Rail Board. He sits on many other boards that are in transportation and tourism. They are working to finalize a deal where Amtrak and Metrolink tickets are interchangeable.

Michael Tripp w/Channel Islands Harbor – The program to revitalize the harbor has begun. They are starting by repairing the parking lots. The Hyatt House has their grading permit and have chosen a contractor. Construction should begin next month.

Mark Spellman w/Lazer Media – Lazer Media has now risen to 49 stations in 19 markets.

Kristina Brewer w/Gold Coast Property Management – Business has been slow for January and February, but summer bookings have been busy and already getting bookings for Thanksgiving.

Ashley Golden w/City of Oxnard – The Gateways program is underway. The Gateway in South Oxnard is in for permits.

David Neel w/Murphy Auto Museum – great attendance at the Murphy. In December they received an extremely large slot car raceway.

Brian Tucker w/Ventura County Coast – he reported on the workforce numbers for Ventura County for December, up by 400 jobs in leisure and hospitality industry. Naval Base Ventura County/Point Mugu Surf Contest will be May 25th and 26th. X-games is coming back to Ventura. Ventura County has opened an \$800K Arts & Cultural grant for local non-profits and artists. Applications open February 26th and close on March 25th.

Hugo w/Churro Champ – his catering company is celebrating 5 years and has already catered 124 events this year.

Juliana w/The Collection – new tenants coming includes Immigrant Son's Café, Mon Q Mongolian BBQ, Club Pilates and Lululemon.

Steve adjourned the meeting at 10:15 am without objection.