

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
Wednesday, April 26, 2023  
West Ventura County Business Alliance**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:06 a.m.

Board members present: Millicent Bennett, Gary Blum, Steve Buenger, Tony Dybeku, Juliana Finberg, Ashley Golden, Adam Gonzalez, Dolores Licon, Nancy Lindholm, Mark Spellman and Andrew Sutrisno

Board members absent: Hutton John, Bryan MacDonald, Stacy Miller and David Neel

Also in attendance: Julie Mino, President CEO; Brittney Hendricks, Michelle Flippo and Nino Blunt, Visit Oxnard staff members

Public in attendance: Dave Lion with Ventura County Coast and Michael Tripp, with Channel Islands Harbor Department

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The February 22, 2023, Board meeting minutes were reviewed and considered for approval. Mark Spellman made the motion to approve the minutes. Ashley Golden seconded the motion. Yes 11, No 0, Abstain 0
2. Treasurer's Report: Steve Buenger gave the Treasurer's Report for March. Monthly assessments for the month came in at \$42K which was \$6.5K higher than budgeted which evens out the total for the year. Digital and online marketing is over budget by \$45K due to the timing of invoice payments. Total Expenditures for the month were \$134K. Year to Date Monthly Assessments are at \$521K and Total Revenues at \$716K. The Balance Sheet shows that we have \$577K in the bank at the end of March. Nancy Lindholm made the motion to approve the Treasurer's Report. Mark seconded the motion. Yes 11, No 0, Abstain 0
3. Nominating Committee Discussion: Marilyn Miller retired from the Channel Islands Harbor last month and the Nominating Committee presented the recommendation of adding Michael Tripp to the General Board as the Harbor representative. Ashley made the motion to approve the addition of Michael Tripp to the General Board. Nancy seconded the motion. Yes 11, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: Julie introduced Nino Blunt, Visit Oxnard's Office Coordinator.

Brittney and Julie will be traveling to Sacramento on June 7th to present the Central Coast to Visit

California's for their third ever Destination Mixer. Visit Oxnard was selected along with Visit Santa Barbara, Visit Monterey and Visit SLOCal.

Visit Oxnard moved office spaces with more room so the team will have more regular office hours.

We are in the process of the OTMD renewal which expires in April 2024 to coincide with our city contract renewal. The goal is to have those items renewed at the same time at the annual report at City Council.

Michelle was recognized by Smart Meetings as an Industry Leader for the Smart Women in Meetings awards.

Visit Oxnard partnered with Ventura County Coast to market the Point Mugu Airshow. It included sponsoring a VIP Chalet and a giveaway with a two-night stay at Residence Inn.

Oxnard Beach Park has been nominated for one of USA Today's 10Best Readers' Choice Awards for Top Ten Beaches on the West Coast. Voting is open until May 22<sup>nd</sup>.

Visit Oxnard is working with Wanderlust Content Studio to create a new Oxnard Visitor Guide. The guide will have a two-year shelf life. We will be printing 70K copies. We currently have 577 distribution points throughout California as well as with our many partners throughout Oxnard. We hope to have the guide finished in October.

Julie presented the top social media posts for February and March.

In March, Julie attended Visit California's Outlook Forum. Visit California is moving away from the Dream Big slogan. She showed a video of their new promo commercial.

Michelle attended 3 shows in partnership with Ventura County Coast since the last board meeting. She reported on the Denver Travel & Adventure Show with 368 emails leads collected. She also went to Anchorage for the Go West Summit, meeting with 26 international tour and trade operators interested in bookings in the Western United States. Along with the area representatives and the VCC Tradeshow booth, she attended Connect Spring Marketplace in Las Vegas where they had 36 one-on-one appointments with association meeting planners and 24 one-on-one appointments with corporate meeting planners. Michelle will be attending two more shows before the end of the fiscal year. She will be attending Destination West in Denver. Andrew Sutrisno with Zachari Dunes and other area partners, will be attending IPW in San Antonio.

Brittney sits on the Mayor's Gateway Task Force and last night the preliminary schematic designs for 4 gateways in the City were presented to the Community Services Public Safety Housing and Development Committee to execute an agreement with Merje Design which is the same contractor Visit Oxnard will be working with for the Wayfinding project.

A Taco Story short film ran in theatres in February and March which happened to be opening weekend for the latest Antman movie and it was the biggest opening weekend for that franchise and the third largest opening for the President's Day weekend. It was selected as an AVA Digital Awards platinum winner. It is also shortlisted for a People's Telly Awards which will be announced on May 23.

Brittney showed the print ads that ran over the last few months. We had a full-page ad in the spring edition of California Home and Design. Visit Oxnard sponsored the spring Westways crossword puzzle.

She presented our Chanel Islands Harbor Highway 101 billboard which is similar to last summer's billboard, but the exit information was added. Two new LED board ads are at The Collection featuring the Oxnard Taco Trail and Restaurant Pas.

She shared the quarterly Torchlight update, informing the Board about the pages that have been optimized on the website. She listed the new blogs that have been added. They include one on Oxnard's Mexican- American Heritage, What to Explore Around Oxnard College, Camping at Channel Islands National Park and information for visiting medical professionals to St. John's Regional Medical Center. Pages were turned in to blogs highlighting outdoor activities to do around Oxnard.

She presented the brand marketing and film application packet that Visit Oxnard worked with the City to create to actively promote Oxnard as a filming location including a website. This project was funded by ARPA funds.

Friday, July 28<sup>th</sup> from 4-6 pm is the tentative date and time for the 2023 Oxnard Fan Night at The Collection with the Dallas Cowboys Cheerleaders.

Brittney attended the Central Coast Tourism Council Spring Retreat in Santa Cruz.

She updated the Board on the one-month Pinterest campaign Visit Oxnard ran in partnership with the marketing agency, Destination Innovate. Prior to this campaign our organic monthly views were at about 35K and during this campaign it rose to 550K views a month.

Daniel created a story for Visit California's Travel Now stories on Edutourism. It earned the top spot as well as our Valentine's Day themed one.

Elizabeth presented the recent earned media including a feature in Preview Magazine. She reported on the story CBS-LA did featuring Oxnard which was comprised of 5 separated 4 minutes sessions on various locations around Oxnard.

She reminded the Board of the Tastemade video that was presented in the last meeting.

Visit Oxnard hosted the Traveling Newlyweds and they provided social content and we will receive hi-res photos that will include some dog-friendly assets. Moore Misadventures, another travel writer, provided us with some camping content in Channel Islands National Park on Santa Cruz. Pat Pattison's Best of California will air in the future. She is also working with Zachari Dunes on a joint press trip to bring out some media next month.

Julie presented the STR report for March. Occupancy numbers were down some most likely due to weather, Oxnard continues to have the highest average daily rate in Ventura County.

Next meeting will be June 28, 2023, at Residence Inn.

#### BOARD COMMENTS:

Millicent Bennet w/Residence Inn – The tentative first meeting with Dallas is scheduled in May.

Gary Blum w/Heritage Square – After the CBS spot aired, Heritage Square had visitors that weekend and they booked a wedding. The First Thursday Food Trucks in April had its best attendance.

Mark Spellman w/Lazer Media – Lazer Media is hosting a Cinco de Mayo event at Oxnard College

Ashley Golden w/City Manager's office – The City executed a three-year contract with the Dallas Cowboys. They also have a contract out with the Downtowners to have them continue to manage Heritage Square.

Tony Dybeku w/Waterside Restaurant and Honeycup – A new Honeycup will be opening May 24<sup>th</sup> at Wagon Wheel.

Michael Tripp w/Channel Islands Harbor – The Ventura County Board of Supervisors granted an exclusive right to negotiate for Karl's for the Fisherman's Wharf project.

Dave Lion w/Ventura County Coast – VCC Just held their Trade show meeting to discuss future tradeshow. Next month is National Travel and Tourism month and they are preparing to release a new impact report.

Juliana Finberg w/The Collection– The Mighty Ax opened. They are prepping for their summer events, including the Kids Club Series and Rock the Collection. The Burrata House will open later this year in The Annex Food Hall.

Adam Gonzalez – Teatro de las Americas has sold out their last two shows.

Nancy Lindholm w/West Ventura County Business Alliance – The State of the City is on June 16<sup>th</sup> at Zachari Dunes on Mandalay Beach. August 17<sup>th</sup> is the annual business awards at Heritage Square. CHLA is concerned about a bill that would require hoteliers to post all taxes.

Steve Buenger adjourned the meeting without objection at 10:15 a.m.