

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, April 30, 2025
Staybridge Suites Oxnard River Ridge**

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, John Campbell, Hugo Centeno, Juliana Finberg, Ashley Golden, Randy Latimer, Dolores Licon, Stacy Miller, Mark Spellman, Gabe Teran, Michael Tripp and Marissa Vanderwyck

Board members absent: Andi Conli, Tony Dybeku, Adam Gonzalez and Glenda Rivera

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

Public in attendance: Brian Tucker w/Ventura County Coast and Tony Miller w/Southern California Jet Skis

PUBLIC COMMENT:

Tony Miller with California Jet Skis informed the Board that he will be adding parasailing on June 1st to his current business of jet skis, Duffy boats and bicycle rentals. He asked if any other businesses are feeling the impact of the closure of the PCH between Santa Monica and Oxnard. Elizabeth informed the Board that it is currently scheduled to open at the end of May.

ACTION ITEMS:

1. Approval of Minutes: February 26, 2025, Board meeting minutes were reviewed and considered for approval. Mark Spellman made the motion to approve the minutes. Michael Tripp seconded the motion. Yes 14, No 0, Abstain 0 (Minutes need to be corrected to reflect a change for the Treasurer's report. The minutes reflect that Office & Admin charges were \$18.5K but should have been \$26K.)

2. Treasurer's Report: Michael gave the Treasurer's Report for February and March. Total Revenues for February were \$85.5K with the OTMD funds coming in at \$9K over. Brand Management expenses were \$66.8K. Office and Admin expenses were \$17.3K. Total Revenues for March were \$103.9K with the OTMD funds coming in at \$28K above budget. Brand Management expenses were \$87.9K. Office and Admin expenses were \$13.2K. Year to Date numbers for Total Revenues are \$994.8K with Brand Management expenditures at \$754.8K and Office & Admin expenses at \$181.8K. We ended the month with total cash on hand, plus receivables at \$522.2K. Stacy Miller made the motion to approve the Treasurer's Report. Ashley Golden seconded the motion. Yes 14, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: It was announced that Brittney has taken over the permanent role of President/CEO.

She informed the Board about the progress of the 2026-27 Oxnard Visitor Guide sales, which have been completed with a total of 59 advertisers.

The team attended a culture summit at Courtyard by Marriott led by Coach Mike Roberts from Fired Up Culture. The goal was to gain a deeper understanding of the teams' strength and explore Visit Oxnard's mission and vision. The next steps are to set individual goals and how they will be completed as well as working together on strategic planning.

Visit Oxnard hosted a collaborative marketing resources workshop for local restaurants with high praise from SCORE.

Visit Oxnard will be the title sponsor for WVCBA's Oxnard State of the City Address on June 12 at Zachari Dunes. Four tickets are available for board members.

Brittney attended Destinations International CEO Summit, Visit California Outlook Forum, a virtual Visit California PR Committee meeting and CalTravel Board Orientation. She will attend CalTravel Advocacy Day in May. She was elected to the WVCBA Board of Directors and will be attending her first meeting with them next month.

Michelle reported on her activities over the last two months. She attended two shows with Ventura County Coast. The first one was the Pacific Sportfishing Show in Costa Mesa, collecting 300 emails and engaging prospective visitors. She also participated at Connect Marketplace in Las Vegas, where the VCC team was able to complete nearly 60 one-on-one planner appointments.

She attended CalSAE's Elevate Conference in Monterey, where the organization announced its July name change to Associations West which will include the states of Nevada and Oregon.

She highlighted recent advertising placements and promotions, including Small Market Meetings, CALSAE e-blasts, Christian Meetings & Conventions and LinkedIn ads.

She reported on the engagement statistics from LinkedIn carousel ads and meetings outreach.

She gave a preview of her attendance at Destination West and will provide more detail at the next meeting.

Daniel reviewed the website traffic reports for February and March. The top pages included Things to Do and Events. He noted declining traffic due to AI search responses, but increased engagement (22.3% YoY).

He shared positive results from paid ads via Search Party. Google Display and Meta campaigns ("A Beat Apart" and "OX Marks the Spot") reached over 1 million impressions collectively.

He highlighted February and March top-performing social media posts and media placements.

He reported on our paid media. Oxnard had a full-page ad plus an editorial page in the 2025-26 Travel Guide to CA. In March we ran a dedicated newsletter with Visit CA featuring all the assets from our new campaign. In April we ran a sponsored article with MommyPoppins.com titled "An Affordable Beachside Family Vacation in Southern California." We also published an article with American Songwriter with the content focusing on music tourism.

He discussed Expedia's co-op campaign success with \$251K in hotel revenue and 997 booked rooms. He reported on local events. Michelle attended the WVCBA axe throwing networking event at The Mighty Axe. Daniel was a guest at the Orale Show, which is an hour-long Spanish radio program. Brittney and Daniel attended the WVCBA Lunch with City Managers in February. Daniel also attended the Oxnard College Latina GDP "Giving life to the Economy" report. The whole Visit Oxnard team took a docent led tour at Heritage Square.

He attended the eTourism Summit last week in Las Vegas and was also invited to be part of a panel titled "Voices of Change: Amplifying Marginalized Communities in Your Marketing".

He announced that 'olol'koy Beach park is up for best beach in CA with USA Today's 10Best Reader's Choice Awards for the 3rd year in a row and asked all the Board to vote.

Elizabeth Melgoza reported on her latest activities.

She sent out a news release confirming Brittney's appointment as permanent CEO.

She showed the KTLA Channel Islands Harbor segment that featured whale watching, jet skis and interviews with local partners. We were highlighted in 3 separate 4-minute segments. It was also featured on their website with links to all our participating sponsors.

She also worked with ABC News 10 San Diego for a piece for Spring Break.

She is working on coverage of music tourism in Oxnard, our new media campaign, the 60th anniversary of the Channel Islands Harbor and summer travel.

Michelle presented the STR reports for February and March, where Oxnard continues to lead the way for Ventura County in most areas.

Next Board meeting will be June 25th at Homewood Suites.

Board Comments:

Juliana Finberg w/The Collection – They are getting ready for their summer Kids Club and summer concerts series and Oxnard Fan Night. Their new tenants include Carter's, Poke Works, Wetzel's Pretzels, Activate Games, bb.q Chicken, PacSun and Youthful MD. She will be going on maternity leave next week.

Marissa Vanderwyck w/Staybridge Suites – The parking lot is the last bit of renovation. They will do their grand opening mid-June and then start getting ready for training camp.

Michael Tripp w/Channel Islands Harbor – With the Harbor's 60th anniversary, they are planning bigger and better events including Chowderfest, a fish fry, concerts on a boat and more decorating for Parade of Frights with lights to electrify the whole harbor.

Ashley Golden w/City Manager's Office – The City reached an agreement with Heritage Square property owners and Downtown. The City is still waiting for the schedule of the upcoming events.

Brian Tucker/Ventura County Coast – He supplied some statistics on international travel for the state of California. 7 new hotels are coming online in our region. The current lodging forecast for 25-26 is 69% occupancy rate with an ADR of \$179.

Mark Spellman/Lazer Media – They are gearing up for the Concacaf Gold Cup which will be at Sofi Stadium. Last weekend, Oxnard College had their 4th annual family festival with 4500 people attending.

Hugo Centeno, Jr. w/Churro Champ – They closed out their year with 437 events.

Randy Latimer w/Medallion Protective Services – The Port Hueneme Banana Festival will be September 27th from 10 a.m. to 5 p.m.

Steve adjourned the meeting at 10:19 a.m. without objection.