

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
Wednesday, June 26, 2024  
Residence Inn River Ridge**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:01 a.m.

Board members present: Millicent Bennett, Kristina Brewer, Steve Buenger, Joe Cabral, Tony Dybeku, Juliana Finberg, Adam Gonzalez, Ashley Golden, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Stacy Miller, David Neel and Michael Tripp

Board members absent: Hugo Centeno, Hutton John, Glenda Rivera and Mark Spellman

Also in attendance: Julie Buffo, President/CEO; Brittney Hendricks, Michelle Flippo, Nino Blunt 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 Jeff Miraglia and Rani Marriott with JNS Next

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The April 24, 2024, Board meeting minutes were reviewed and considered for approval. Michael Tripp made the motion to approve the minutes. Kristina Brewer seconded the motion. Yes 13, No 0, Abstain 0. (Tony Dybeku had not joined the meeting yet)
2. Treasurer's Report: David Neel gave the Treasurer's Report for April and May. Total Revenues were \$66K for the month of April with Total Brand Management at \$43.7K and Total Office and Admin at \$21K. Year to Date Revenues were \$831K. Total Brand Management was at \$622.8K and Total Office & Admin at \$213K. Total cash on hand at the end of the month was \$404.6K. Total Revenues for the month of May were \$85.7K. Total Brand Management was \$59K and Office and Admin was at \$19.8K. Year To Date Revenues are at \$916.8K, with Brand Management at \$682K and Office and Admin at \$233K. At the end of May there was \$373K in the bank. ARPA funds have been spent and that account will be closed out by the end of June. Bryan MacDonald made the motion to approve the Treasurer's Report. Joe Cabral seconded the motion. Yes 14, No 0, Abstain 0.
3. FY 24-25 Budget Discussion: Julie presented the proposed FY 24-25 budget, highlighting the changes from FY 23-24. Stacy Miller made the motion to approve the FY 24-25 Budget. Nancy Lindholm seconded the motion. Yes 14, No 0, Abstain 0
4. Nominating Committee Discussion: Julie informed the Board that David Neel would be resigning from the Board due to the closing of the Murphy Auto Museum. She also presented the Slate of Officers for FY 24-25. Stacy made the motion to approve David's resignation and the Slate of Officers. Ashley Golden seconded the motion. Yes 14, No 0, Abstain 0  
Julie requested the Board send suggestions for potential new Board members. We currently have

one seat vacant on the Executive Board. 5 Board members will be terming off at the end of FY 24-25.

#### INFORMATIONAL ITEM:

1. JNS Next Presentation: Jeff Miraglia and Rani Marriott with JNS Next presented some marketing campaign concepts. They included A Beat Apart, OX Marks the Spot and a hybrid of the two. They showed various examples of how these concepts would be used. The Board discussed their likes and dislikes of these concepts.
2. President/CEO Report: Julie went over some extra reports in the Board packet that the staff would not be reporting on to save time.  
Julie informed the Board that Daniel Cabrera was awarded the 30 and Under Emerging Leaders by the California Travel Association. Nino Blunt has also been promoted to Marketing & Office Coordinator.

Michelle Flippo highlighted the Community Events and National Tradeshows she has attended over the last two months. She also presented her FY 24-25 Visit Oxnard Tradeshow calendar.

Brittney Hendricks attended Tourism Academy in Detroit where she presented ideas to the Marketing Customer Advisory Board and attendee 3 days of educational sessions.

Bryan and Brittney attended the grand opening of Fidelity Record Pressing as well as a tour of the local Larrivee Guitars. DW Drums accommodated a special tour for over 60 guests. Visit Oxnard provided welcome bags and also captured photography to use in marketing.

Dallas Cowboys Training Camp will take place from July 25-August 21. Oxnard Fan Night will be on Friday, July 26 at 4:00 pm at Collection Park.

She presented the new and updated web pages on VisitOxnard.com.

To help promote the Santa Barbara Whale Heritage, Visit Oxnard participated in a co-op with Central Coast Tourism Council. An ad was placed in Southern California Life Magazine. Brittney was interviewed for the 31<sup>st</sup> Hotel Guide edition and Oxnard was featured on the cover.

'ololkoy Beach Park was once again awarded Best Beach in California by USA Today.

In partnership with Ventura County Coast, Oxnard hosted, on the Scarlett Belle, some international media and attendees of IPW after that tradeshow.

Oxnard was featured on the national morning show, Good Morning America for last minute hassle-free travel for Memorial Day.

She Buys Travel journalist, Kim Orlando visited Oxnard in May which was featured on Good Day LA.

Pat Pattison rated Zachari Dunes his number one hidden gem resort on his show, Best of California.

Elizabeth Melgoza reported on a visit from The Chronic Explorer who highlights accessible travel and focused on the accessible path at Oxnard Beach.

She distributed news release on the economic impact of tourism in Oxnard and another one about the music culture in Oxnard.

Central Coast original Road Trip Pass is making it possible to bring a writer out and they will be experiencing Dallas Cowyboys Training Camp. She has already confirmed a KTLA spot for July 23<sup>rd</sup> for Brittney to appear and discuss training camp. A writer from Thrillist would also like to do a story on training camp. Daniel and Elizabeth are working on connecting with some Spanish speaking outlets.

Daniel spoke at WVCBA;s Leadership program about the arts and culture of Oxnard and showed the group the Oxnard Transit Center murals. He also attended Juneteenth in Downtown Oxnard and took some wonderful photos.

Julie presented the STR report for May.

Board Comments:

Brian Tucker w/Ventura County Coast – talked about the partner packages available for the VIP area at training camp.

Michael Tripp w/Channel Islands Harbor – 4<sup>th</sup> of July at the Harbor is next week. The fireworks, children's parade and electric boat show will take place.

Steve adjourned the meeting at 10:17 am without objection.