

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, June 28, 2023
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, Gary Blum, Steve Buenger, Tony Dybeku, Juliana Finberg, Ashley Golden, Hutton John, Dolores Licon, Nancy Lindholm, Stacy Miller and Mark Spellman

Board members absent: Adam Gonzalez, Bryan MacDonald, David Neel and Andrew Sutrisno

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, Kristina Brewer with RE/MAX Gold Coast Property Management, Joe Cabral with Best Western Oxnard Inn, Jennifer Duarte with The Collection at RiverPark and Marissa Vanderwyck with Residence Inn at River Ridge

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The April 28, 2023, Board meeting minutes were reviewed and considered for approval. Stacy Miller made the motion to approve the minutes. Millicent Bennett seconded the motion. Yes 11, No 0, Abstain 0
2. Treasurer's Report: Steve Buenger gave the Treasurer's Report for April and May. OTMD funds for the month of May came in at \$14.5K over budget. Destination Management was over budget by \$13K due to unforeseen expenses for the Visit California Mixer and signage for the new office space. Total Expenditures for the month were \$491K. Year to Date Total Revenues were at \$879K and the Net Operating Income was on budget. The Balance Sheet shows that we have \$497K in the bank at the end of May. Nancy Lindholm made the motion to approve the Treasurer's Report. Mark Spellman seconded the motion. Yes 11, No 0, Abstain 0
3. FY 23-24 Budget Discussion: Julie presented the proposed budget for Fiscal Year 2023-24, highlighted the OTMD funds and the percentages applied. Nancy made the motion to approve the FY23-24 budget. Stacy seconded the motion. Yes 11, No 0, Abstain 0
4. Nominating Committee Discussion: Julie introduced the three candidates for the Board of Directors which included Ben Ly with Zachari Dunes on Mandalay Beach, Joe Cabral with Best Western Oxnard Inn and Kristina Brewer with REMAX Gold Coast Property Management. She also presented the Board Slate for Fiscal Year 2023-24. Stacy made the motion to approve the additions to the Board and the Slate of Officers. Nancy seconded the motion. Yes 11, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: Daniel has been promoted to Digital & Multicultural Marketing Manager. Brittney has been awarded Cal Travel's Rising Star Award. Daniel and Nino completed their Professional in Destination Management Certification. Brittney and Julie went to Sacramento on June 7th to present Oxnard and the Central Coast to Visit California for their third ever Destination Mixer. Visit Oxnard was selected along with Visit Santa Barbara, Visit San Luis Obispo, Visit Monterey and Visit Santa Cruz. They presented Oxnard to 85 Visit California team members and vendors.

The Visit Oxnard team attended the WVCBA State of the City at Zachari Dunes where "The Taco Story" was shown. Julie and Michelle also attended the kick-off for the 150th anniversary of Ventura County.

Julie presented the tourism statistics for 2022 as provided by Dean Runyon. This information is also available on the Travel Matters page on VisitOxnard.com.

We are in the process of the OTMD renewal. Julie showed the schedule of meetings that need to take place before City Council. She will be giving the Annual Report and the City contract renewal at the October 3, 2023, City Council meeting.

Julie showed the top social media posts for April and May.

Michelle discussed the two trade shows she attended in May. She met with 21 national meeting planners at Destination West in Denver. She showed the Board the Meetings & Events Guide that was created. Along with Andrew Sutrisno from Zachari Dunes at Mandalay Beach and representatives from Visit Ventura, Visit Camarillo and Ventura County Coast, she attended IPW in San Antonio with 5,000 attendees representing 60 countries presenting our region to tour and trade operators. She presented her trade show schedule for the upcoming fiscal year.

Brittney was a keynote speaker for Oxnard Union High School District's Business and Hospitality Industry Panel. She attended Tourism Academy in Mesa, Arizona. It is hosted by Visit Oxnard's web developer; Tempest and she was able to present as a panelist at the conference. She was also part of a panel for the local arts with the West Ventura County Business Alliance and OPAC.

She showed the approved signage for the new wayfinding program that Visit Oxnard is working on with the City of Oxnard.

Brittney showed the webpage dedicated to the coming X-games called Oxstreme Sports on our site as well as featured in a dedicated Visit California enewsletter.

She presented the window clings that were distributed to the restaurants that are participating in the Oxnard Restaurant Pass and the Oxnard Taco Trail.

"A Taco Story" won two Telly Awards. It received a Gold People's Choice Award (beating out Netflix) and a Silver award for Branded Content for Travel & Tourism.

She showed a new virtual ad for the Oxnard Taco Trail where you "drive" around on your phone on the trail.

Dallas Cowboys Training Camp official dates should be announced today. Oxnard Fan Night at The Collection will be Friday, July 28, 2023. Next week Julie will send out an email for the Board to request VIP tickets. Polo shirts will be coming in at the end of July.

She reported on the social media giveaways where Visit Oxnard partnered with Wagon Wheel Brewing Company, The Annex Food Hall, The Strand Bar and Grill and The Mighty Axe.

Elizabeth informed the Board about several media opportunities for Visit Oxnard over the last couple of months. Oxnard and Zachari Dunes were featured in California Meetings & Events. She talked about Oxnard Beach Park winning the USA Today 10Best Beaches on the West Coast. We hosted several social influencers including The Traveling Newlyweds and Moore Misadventures. Drew Magazine and Us Magazine featured Oxnard as one of Drew Barrymore's Favorite Spots.

Elizabeth is in talks with KTLA about covering Dallas Cowboys Training Camp.

Brian Tucker mentioned that Xgames California is coming to Ventura on July 21-23. VCC will be hosting a behind the scenes VIP event on June 20th. Julie will send out the invitation when the details have been finalized.

Julie presented the STR report for May included in the packet. Occupancy for May was 69.7% with an ADR of \$188.86 which is 12% higher than 2022.

Julie presented the Board Meeting schedule for the new fiscal year.

The next meeting will be August 23, 2023, at Zachari Dunes on Mandalay Beach.

BOARD COMMENTS:

Nancy Lindholm/West Ventura County Business Alliance – The bill, SB584, that would have added a 15% assessment on short term rentals is dead for this year. Thank you to Julie, Nancy and Kristina for your efforts opposing this bill.

Tony Dybeku/Waterside Restaurant and Honeycup – Honeycup Wagon Wheel has opened and will be having their ribbon cutting on July 6th.

Millicent Bennett/Residence Inn at River Ridge – getting ready for Dallas Cowboys Training Camp. After camp, renovation will start on the guest rooms, doing 5 building at a time which means 25-30 rooms off-line.

Ashley Golden/City Oxnard – asked the Board to support Visit Oxnard and attend the October 3rd City Council meeting when the annual report and City contract will be presented. Last week the 3rd positive annual budget for the City was adopted.

Gary Blum/Heritage Square/Oxnard Downtowners – Heritage Square Concerts have started. This year they have added some 4-person tables for purchase. DOIA has made professional photography for the Downtown events a priority and continue to add to their library. The Oxnard Heritage Foundation received a county grant for the 105th Anniversary of Ventura County to host an event and they will be doing a home tour, The Hills to the Ocean possibly on the 4th Sunday of September.

Juliana Finberg/The Collection at RiverPark – preparing for their summer events including Kids Club, Oxnard Fan Night and Rock The Collection. They will also be having animal expert, Corbin Maxey.

Steve Buenger/Marine Emporium Landing – The fireworks display is back at Channel Islands Harbor. There will be activities all day.

Steve adjourned the meeting without objection at 10:13 a.m.