

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
Wednesday, August 17, 2022  
Zoom Meeting**

MINUTES

CALL TO ORDER:

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

Board members present: Jill Almonia, Gary Blum, Steve Buenger, Tony Dybeku, Ashley Golden, Adam Gonzalez, Hutton John, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Stacy Miller, David Neel and Mark Spellman

Board members absent: Millicent Bennett

Also in attendance: Julie Mino, President CEO; Brittney Hendricks, Michelle Flippo, Visit Oxnard staff members, Elizabeth Maxim-Melgoza, Visit Oxnard PR Director

Public in attendance: None

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The June 29, 2022, Board meeting minutes were reviewed and considered for approval. Nancy Lindholm made the motion to approve the minutes. Stacy Miller seconded the motion. Yes 12, No 0, Abstain 2 (Gary Blum and Bryan MacDonald)
  
2. Treasurer's Report: Steve gave the Treasurer's Report for June and July. Monthly Assessments for June came in on budget. Several line items were off budget due to timing issues. Fiscal Year End Reporting showed the estimated OTMD funds matched the actuals almost exactly. At the end of June, there was \$782K in the bank. The process has been started to open a sweep account with Community West Bank which will ensure the bank balance is effectively insured. Total Assets are at \$821K. Five of the ten ARPA projects have been completed. Total Revenue for the month of July was \$78K. Compensation is off budget due to 3 pay periods in the month of July. At the end of July, there was \$689K in the bank. Marilyn Miller made the motion to approve the Treasurer's Report. Stacy seconded the motion. Yes 14, No 0, Abstain 0

INFORMATIONAL ITEM:

Steve opened the Board meeting with a tribute to Carmen Ramirez, Ventura County Board of Supervisors.

1. President/CEO Report: Julie welcomed the new Visit Oxnard Board members, Hutton John and Mark Spellman.  
The annual report will be given to the City Council on September 20, 2022. The option to Zoom in is still available and Julie encouraged all board members who are available to attend or watch the meeting. She will also go over the information at the September Board Meeting.

Tomorrow Visit Oxnard is being honored by the WVCBA and will receive the Community Influencer of the Year Award at Heritage Square.

She presented the top Social Media posts for the months of June and July.

Brittney has taken over Julie's seat on the Ventura County Coast's Board of Directors as of July.

Michelle informed the board that an RFP from CalSAE for their Board of Directors Retreat provided by Ventura County Coast has been awarded to Zachari Dunes on Mandalay Beach.

This event will take place in May of 2023.

She reported on the attendance numbers from Dallas Cowboys Training Camp and highlighted some of the activities the Visit Oxnard staff participated in and discussed the VCC VIP Tent offerings.

Brittney informed the Board of details of the first Oxnard Fan Night that took place on July 28<sup>th</sup> in partnership with The Collection at RiverPark. She played a promotional video and a recap video of the event that was created by The Collection.

She highlighted examples of the various marketing campaigns that ran to promote Dallas Cowboys Training Camp.

She talked about an opportunity we had with VCC, and an influencer called The Best Drink Ever. She showed a video highlighting the making of an Oxnard branded cocktail by Bad Birdy that was served in the VCC VIP tent at training camp along with other signature cocktails for each city. She presented the current results of the media package created with Madden Media who we have been working with since January.

Utilizing ARPA funds Visit Oxnard ran a campaign with Trip Advisor for two months and she highlighted those results as well as the results from the Expedia Campaign in partnership with Visit California.

She reported on the quarterly results with Torchlight Marketing who are tasked with optimizing our website pages.

She informed the board about a new contract we have with LinkDoctor to improve our search rankings.

She recapped Visit Oxnard's Website Traffic report for the months of June and July.

Elizabeth presented some earned media we received from AAA's Westways and showed several broadcast coverages promoting training camp.

Brittney talked about a Spanish, sports influencer brought in by the Dallas Cowboys and highlighted some of her coverage.

Julie presented the STR report for June.

The next General Board meeting will be a Zoom Call on Wednesday, September 28, 2022.

#### BOARD COMMENTS:

Marilyn Miller – The Harbor will be holding a Halloween Boat Show this year.

Steve Buenger adjourned the meeting without objection at 10:00 a.m.