

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, August 21, 2024
Hilton Garden Inn**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:04 a.m.

Board members present: Millicent Bennett, Kristina Brewer, Steve Buenger, Joe Cabral, Hugo Centeno, Tony Dybeku, Juliana Finberg, Adam Gonzalez, Ashley Golden, Dolores Licon, Bryan MacDonald, Mark Spellman and Michael Tripp

Board members absent: Nancy Lindholm, Stacy Miller and Glenda Rivera

Also in attendance: Julie Buffo, President/CEO; Brittney Hendricks, Michelle Flippo and Daniel Cabrera, Visit Oxnard staff members,

Public in attendance: David Lion with Ventura County Coast and Nanci Rivera with Zachari Dunes on Mandalay Beach.

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The June 26, 2024, Board meeting minutes were reviewed and considered for approval. Joe Cabral made the motion to approve the minutes. Kristina Brewer seconded the motion. Yes 11, No 0, Abstain 0. (Tony Dybeku and Mark Spellman had not joined the meeting yet)
2. Treasurer's Report: Michael gave the Treasurer's Report for June and July. Total Revenues for June were at \$94.5K. The OTMD funds came in at \$2K under budget. Brand Management was \$48K. Office and Admin expenses were \$16.5K. Year to Date Revenues are at \$1.M, with Brand Management at \$730K and Office and Admin at \$249.7K. We ended the fiscal year with \$392K in the bank. For the month of July, Total Revenues were at \$99K. Brand Management was \$112.8K. Office and Admin expenses were \$21.9K. We ended the month with total cash on hand, plus receivables at \$527K. Kristina made the motion to approve the Treasurer's Report. Adam Gonzalez seconded the motion. Yes 12, No 0, Abstain 0. (Tony Dybeku had not joined the meeting yet)
3. Nominating Committee Discussion: The Executive Committee presented Kristina Brewer to the General Board for addition to the Executive Committee. Dolores Licon made the motion to add Kristina to the Executive Committee. Hugo Centeno seconded the motion. Yes 12, No 0, Abstain 1 (Kristina Brewer). (Tony Dybeku had not joined the meeting yet)
Julie announced that she will be retiring by the end of the year. Steve discussed some details about the current transition plan.

INFORMATIONAL ITEM:

President/CEO Report: Visit Oxnard's Annual Report to the City is scheduled for October 29th before City Council.

Brittney was awarded the Young Professional of the Year by WVCBA last week. Daniel will be accepting the 30 under 30 Emerging Leaders Award at CalTravel next month.

Michelle reported on her activities over the last month including attending the WVCBA's Meet Your Elected Officials Mixer and Meetings Today Live in Boise, ID. She presented an inclusion of Visit Oxnard on the California Meetings website in partnership with Visit California and highlighted some activities at Dallas Cowboys Training Camp.

Brittney presented an overview of the Fiscal Year 24-25 Marketing Plan, including our new marketing campaigns that should be out in January.

She discussed promotional activities supporting Dallas Cowboys Training Camp. She highlighted the social media and broadcast activities she and Daniel participated in. She played the audio of the radio spot Daniel recorded in Spanish for Lazer Media's stations. Other Training Camp activations included LED boards at The Collection and the Highway 101 static billboard.

She reported on Oxnard Fan Night that was attended by more than 5,000 people.

She explained that residual ARPA funds were used to place ads in the Location Managers Guild International magazine, Compass Magazine. TheFader.com produced an article on Oxnard's music scene.

She also presented the public relations report highlighting the different earned media we received around Dallas Cowboys Training Camp. Brittney was interviewed on two different radio shows. KCLU also reported on air and on their website about Training Camp. VC Star attended and posted an article on Oxnard Fan Night. Visit Oxnard hosted journalist Gabi De La Rosa, with hard costs and transportation costs reimbursed by Central Coast Tourism Council and Visit California press trip program passes. We placed a story in Pacific Coast Business Times about Marine Emporium Landing changes. Oxnard Salsa Festival was the lead image in Visit California's July newsletter.

Daniel presented the top social media posts for June and July. He reported on the giveaways for the Chelita Festival, which added 200 new followers to the OPAC's Instagram account. There was also a giveaway for the return of the Oxnard Salsa Festival which helped them grow their followers by 258. Daily VIP passes for training camp were given away for 12 practices, and we collected 2,583 entries. He highlighted the Visit California Now stories. He discussed the new landing web page about the upcoming Oxnard PAL Boxing Championships.

Julie highlighted the STR report for June and July. Occupancy wasn't as strong possibly due to weather, but the ADR held strong.

Board Comments:

Kristina Brewer/ RE/MAX Gold Coast Property Management – Majority of homes rented for the summer.

Juliana Finberg/The Collection – Kicked off Rock The Collection. They are getting ready for their Trick or Treat event. They have opened up new stores, including The Closet Trading Co., The Good Feet Store and Club Pilates.

Adam Gonzalez/Teatro de las Americas – Luchadora is their October performance.

Dave Lion/Ventura County Coast –2024 Xgames in June had 57K attendees, DCTCT went from 12 to 17 practices with two scrimmages against the LA Rams. VCC assisted Visit Oxnard with paid search campaigns. Wings Over Camarillo drew about 20K people to the area. The Throwdown Cornhole Festival

is this weekend. Ventura County exceeded their forecast by 3% as well as the California and national numbers.

Hugo Centeno Jr./Churro Champ – 270 events so far this year. Booked through July 2026.

Millicent Bennett/Residence Inn – Wrapping up training camp. Feedback from the Cowboys has been very positive this year. They will get back to the renovation and hope to be done by the end of the year.

Mark Spellman/Lazer Media – August 5th, Lazer media turned 33 years old. On August 15th, they launched their first general market station. He informed the Board about the Oxnard Ambassadors' Golf Classic at Sterling Hills Country Club.

Tony Dybeku/Honey Cup – Expanding Honeycup with a new location to be revealed soon.

Ashley Golden/City of Oxnard – Election season and overseeing CFDs including RiverPark.

Bryan MacDonald/City Council – Sat down with Axel with Karl's about the Fisherman's Wharf project and was very impressed. This afternoon, he and the City Manager will meet with a developer who wants to propose a Sports Complex.

Michael Tripp w/Channel Islands Harbor – Has seen the latest rendition of the plan for Fisherman's Wharf, and it is very exciting. Events coming up are Parade of Frights and Parade of Lights. They are working on several projects.

Dolores Licon/Homewood Suites – Starting renovation at the end of September, and Hilton Garden Inn will be undergoing a complete renovation.

Steve Buenger/Marine Emporium Landing – He has sold the Marine Emporium Landing at the Harbor.

Next Board meeting – October 23, 2024, at Courtyard by Marriott.

Steve adjourned the meeting at 10:13 am without objection.