

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, September 28, 2022
Zoom Meeting**

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, Ashley Golden, Adam Gonzalez, Hutton John, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Stacy Miller and Mark Spellman

Board members absent: Jill Almonia and David Neel

Also in attendance: Julie Mino, President CEO; Brittney Hendricks and Michelle Flippo, Visit Oxnard staff members

Public in attendance: Brian Tucker and Jeannette Sutherland with Ventura County Coast, Yuliana Gonzalez with Visit Camarillo and Lance Deutschman and Andrew Sutrisno with Zachari Dunes on Mandalay Beach

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The August 17, 2022, Board meeting minutes were reviewed and considered for approval. Mark Spellman made the motion to approve the minutes. Stacy Miller seconded the motion. Steve requested that a change be made to Marilyn Miller's comment from a boat show to a boat parade. Yes 13, No 0, Abstain 0
2. Treasurer's Report: Steve gave the Treasurer's Report for August. OTMD Monthly Assessments are down about 5%. Several line items were off budget due to timing issues. At the end of August, there was \$672K in the bank. Sweep accounts have been established. ARPA is on track, and the Wayfinding program will be rolling out soon. Nancy Lindholm made the motion to approve the Treasurer's Report. Stacy seconded the motion. Yes 13, No 0, Abstain 0

INFORMATIONAL ITEM:

Lance Deutschman with Zachari Dunes on Mandalay Beach, officially opening October 1st, presented an upcoming meeting planners show, Smart Meetings, that will be coming to Oxnard and staying at their hotel November 6-8, 2022. They will be hosting 65 meeting planners and 60 suppliers.

President/CEO Report: Since the last meeting, Julie got married, and Elizabeth, our PR Director, had a baby girl, Malia Melgoza.

Last week, while Julie was in town, she presented the Annual Report to City Council, and it was well received. She showed a few of the slides that were presented to the Council.

Visit Oxnard received The Community Influencer of the Year award from the WVCBA.

Julie listed the many meetings and events that the staff attended over the last month, plus those that are upcoming.

She showed the top social media posts for August.

Michelle highlighted Destination California, a meeting planner show she attended in Monterey, CA. She and Julie also attended the Fisherman's Wharf community workshop.

Brittney presented the FY 2022-23 Marketing Plan and highlighted key items.

She informed the Board about the newly launched Oxnard Taco Trail, with 20 restaurants currently participating. Three passholders have already reached the 15 restaurant check-in goal to qualify for their "I Conquered the Oxnard Taco Trail" t-shirt.

Brittney showed the new Oxnard Transit Center mural that was completed using ARPA funds.

She presented the Westways Fall ad featuring Heritage Square.

She played a portion of her interview with Luminary Sounds on 93.3fm radio show.

She explained the Website Traffic Report for August.

Julie presented the STR report for August.

The next General Board meeting will be an in-person meeting at Homewood Suites on Wednesday, October 26, 2022.

BOARD COMMENTS:

Mark Spellman – The Oxnard Ambassadors Golf Tournament is next week.

Nancy Lindholm – Later today, Alex Nguyen, Oxnard City Manager, will be speaking at the WVCBA knowledge and networking lunch.

Gary Blum – Downtown has lots of fall activities coming up including the Multicultural Festival and Halloween events. The Day of the Dead celebration will use the entire campus of the Performing Arts Center this year, and they are planning the upcoming holiday events.

Marilyn Miller – The Harbor is working with a new restaurateur to take over the old Whale's Tail, and they will be rebuilding the entire facility. The Community Workshop for Fisherman's Wharf RFP is available on the Harbor's website and taking online comments until October 2. The Board review for the accepted proposal should happen in November.

Tony Dybeku – The Waterside Restaurant will be having a costume contest with prizes during the Harbor's Parade of Frights.

Hutton John – He will be changing up the menu at The Haven at Whitesails and trying new things to get people in the door during winter.

Adam Gonzalez – He has taken Carmen Ramirez's place on the board of Teatro de las Americas.

Brian Tucker – Michelle will be representing VCC in November at Connect West in San Francisco. VCC will be hosting some events for the Smart Meetings conference at Zachari Dunes.

Steve Buenger adjourned the meeting without objection at 10:02 a.m.