

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Wednesday, November 15, 2023
Zoom Call**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:34 a.m.

Committee members present: Steve Buenger, Ashley Golden, Dolores Licon, Ben Ly and David Neel

Committee members absent: None

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

Public in attendance: None

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The October 25, 2023, Committee meeting minutes were reviewed and considered for approval. Dolores Licon made the motion to approve the minutes. David Neel seconded the motion. Yes 5, No 0, Abstain 0
2. Treasurer's Report: David gave the Treasurer's Report for October. Total Revenues for the month were at \$103.5K. OTMD funds came in at \$4k over projections. Total Brand Management was \$459K and Office & Administration expenses were at \$18K. Year to Date Total Revenues were at \$398K. Brand Management for the year was at \$299K and Total Office & Administration at \$87K. At the end of October there was \$466K in the bank. Ashley Golden made the motion to approve the Treasurer's Reports. Ben Ly seconded the motion. Yes 5, No 0, Abstain 0
October \$50K was paid in November.

INFORMATIONAL ITEM:

President/CEO: Julie reported on the Visitor Guide Launch Party where 120 people attended including Supervisors Long and Lopez, City Council members Bryan MacDonald and Bert Perello Alex Ngyen and other city staff, as well as the mayor. We had 68 advertisers this year and printed 60K copies.

This year VCC worked with Tourism Economics for ~~the hotel~~ forecast for ~~24-25-2024-2025~~. She highlighted some information from Tourism Economics. Oxnard's annual ADR is back to pre-pandemic numbers and continues to grow but our annual occupancy still has not recovered. Due to several factors, they predict that Oxnard's occupancy will remain below 2019 levels beyond 2025. They expect a high ADR and RevPar above 2019. Occupancy is predicted to end the year at 68% with a slight decline in 2024 and 2025. This is because of the additional addition of four new hotel properties. She will forward the report to the Committee.

Visit Oxnard is slated to go to committee on December 12th to discuss the Wayfinding project with a possibility of being delayed to January due to feedback from the stakeholders with changes that

need to be made. Visit Oxnard is also working with the city to redo the ARPA contract to put the City in charge of the construction elements of the plan.

Visit Oxnard will be going to committee on December 12th for our City contract renewal and to Council on January 16th.

The team will be working on the midyear budget review after Thanksgiving and will present to the Committee in January and General Board in February.

On Wednesday January 10th there is a call scheduled with an adhoc committee to discuss new board members.

Michelle gave a quick report about the National Tour Association Travel Exchange that she is currently attending with Cherryl Connally with Islands Packers.

Elizabeth was able to secure a media pick up in Conda Nast highlighting Christmas displays that are worthy of a road trip.

COMMITTEE COMMENTS:

None

Steve Buenger adjourned the meeting without objection at 8:49 a.m.