

Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Monday, November 16, 2020
Zoom Conference

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 10:00 a.m.

Committee members present: Steve Buenger, Joe Cabral, Ashley Golden and Dolores Licon

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 2020 committee minutes were reviewed and considered for approval. Joe Cabral made the motion to approve the minutes. Ashley Golden seconded the motion. Yes 4, No 0, Abstain 0
2. Treasurer's Report: Steve gave the Treasurer's Report for October. The Balance Sheet shows we have money in the bank. The Year to Date Report shows some timing issues on payments for budgeting items. Postage is over budget since we are mailing more guides out than expected due to COVID. Tradeshow are under budget, but Conferences are slightly over budget. Net revenue is at \$89K verses a budgeted -\$32K. That is due to the timing of payments as well as a larger OTMD payment than expected. Our OTMD funds were over budget by \$73k year to date. Health insurance is lower than budgeted since Brittney opted out of health insurance for 20/21. We have a Net Revenue of \$33K. Ashley made the motion to approve the report. Joe seconded the motion. Yes 4, No 0, Abstain 0

INFORMATIONAL ITEM:

1. President/CEO report –
Julie welcomed Brittney to her first Executive Meeting. She also updated the committee on the transition plan. Brittney has been trained in Teams which is an accounting platform that we use with Parkway Accounting. Later today she will start the training on QuickBooks. Brittney, Courtney and Julie have reviewed all the OTMD documentation, the District Management plan and how Julie does her collections tracking. Brittney has also met our contact with the city for OTMD questions. And she has been included on email chains with Soares, Sandals. She is currently handing over some of her duties to Courtney, Michelle and Verdin Marketing. We will not be having a holiday party for the board or the Visit Oxnard team this year. Visit Oxnard will be conducting their annual 12 Days of Giveaways using last years "Let It Snow" video featuring Otto and Chief Whitney. The Channel Islands Harbor is giving us their holiday time on the 101 billboard this year.

Steve and Julie discussed that moving forward the meeting minutes will be sent out a couple of days after the meetings to make sure we are following up on any action items quickly. Julie asked for advice on how to move forward with marketing following Governor Newsom latest order to self-quarantine for 14 days after traveling out of state or for those traveling into CA from out of state or country. All our current digital marketing is in state. The only out of state marketing we are doing is in print ads and Visitor Guides with no out of state digital marketing spend. Ashley suggested we keep doing what we have been doing. She feels the team has been very conscientious in marketing. Her recommendation is to stay the course unless an official lockdown happens. Dolores agreed to continue and that hotels also need to do their part by sanitizing everything and making sure guests are wearing masks. Ashley also suggested reminding the board that the marketing plan that is currently being followed is the one that they have already approved.

Julie and Brittney have been working on the midyear budget planning. They are again planning on different scenarios depending on how things continue with COVID.

Committee Comments:

None

Steve Buenger adjourned the meeting without objection at 10:23 a.m.