

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Tuesday, November 16, 2021
Zoom Conference**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:30 a.m.

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

Committee members absent: None

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

Public in attendance: None

PUBLIC COMMENT: None

ACTION ITEMS:

1. Approval of Minutes: The October 19, 2021, Committee meeting minutes were reviewed and considered for approval. Toby Valdez made the motion to approve the minutes. Ashley Golden seconded the motion. Yes 5, No 0, Abstain 0
2. Treasurer's Report: Toby gave the Treasurer's Report for October. Total Revenue for the month was \$93K. Several areas show that budgeted funds have not been spent yet but will be soon. Total Office General Administration expenses are high due to the Marketing Coordinator position being hired on early and at full time instead of part time, as budgeted. VCC Reimbursables are at \$27K. Total Net Revenues for the month were \$53K. Total Revenues for the year are \$372K. Net Revenues overall are at \$129K. Ashley made the motion to approve the Treasurer's Report. Joe Cabral seconded the motion. Yes 5, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: Julie is working with David Jockish, referred by Rick Heldwin, on 401k plan options for the team. In 2022, California law will require employers with over 5 employees to provide a 401K plan for employees. She will bring back options to the Executive board, and once approved add it to the FY22/23 budget.

At the last board meeting, Nancy Lindholm asked about our requirements for an audit. Our bylaws do not require an audit, and our accountant agrees. Julie asked Ashley if the City requires an audit, but it is currently not required.

We are scheduled to resume in-person board meetings in January. Julie asked the Committee's preference on moving forward with this. Joe suggested sending out a survey to the entire board. Julie and Brittney are working on the mid-year budget. They plan to present to this Committee in January and the full Board in February.

Julie and Brittney attended a meeting on tradeshow to be attended by VCC for the rest of the

fiscal year. Visit Oxnard will only miss one show, and the surrounding cities will cover. Michelle will be attending the Travel & Adventure Shows in Dallas and Denver. IPW is in June 2022 and will be attended by Brittney and Julie or Lauren.

ARPA funding will be deposited into City accounts on December 7th and will be distributed soon thereafter. The City is working on a contract for the funds and for Visit Oxnard's portion to be received in one lump sum.

Our new Visitor Guide is scheduled to be delivered the first week of March 2022.

The new Expedia Co-op and our new campaign with VCC launched on November 1.

The Visit Oxnard team will be working on the following projects; 12 Days of Giveaways, a new feature for Restaurant Week and, starting in January at Residence Inn by Marriott River Ridge, a 20-week program with Gordon Research Conferences that is projected to generate at least \$250K in TOT. We have been asked to provide transportation from Oxnard to Islands Packers in Ventura Harbor, which could come out of 20% funds from VCC. Julie will be requesting VCC to cover part of that cost since it benefits more than one city.

Committee Comments:

Ashley Golden – The City of Oxnard is hosting a job fair on this Friday from 1:00 – 4:00 p.m. at Oxnard College.

Steve Buenger adjourned the meeting without objection at 9:05 a.m.