

**Oxnard Convention & Visitors Bureau  
Executive Committee Minutes  
\*\*Wednesday, December 13, 2023\*\*  
Hilton Garden Inn**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:31 a.m.

Committee members present: Steve Buenger, Ashley Golden, Dolores Licon, Ben Ly.

Committee members absent: David Neel

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

Public in attendance: None

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The November 15, 2023, Committee meeting minutes were reviewed and considered for approval. Ashley Golden made the motion to approve the minutes. Dolores Licon seconded the motion. Yes 4, No 0, Abstain 0
2. Treasurer's Report: Steve gave the Treasurer's Report for November. Total Revenues for the month were at \$89.8K. OTMD funds came in at \$1.6K over projections. Total Brand Management was \$120K due to timing of invoices. Net income was -\$50K due to timing of invoices. Year to Date Total Revenues were at \$487.6K. Brand Management for the year was at \$419.3K and Total Office & Administration at \$109.7K. At the end of November there was an equity of \$283.9K per the Consolidated Balance Sheet. Julie noted that ARPA funds have been fully spent, aside from \$12K to be spent toward City Film Coordination. Ashley Golden made the motion to approve the Treasurer's Report. Ben Ly seconded the motion. Yes 4, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: Julie announced that the Visit Oxnard office will be closed on December 22, 25 and 29 and January 1 for the holidays, and the team will have the option to work remotely between Christmas and New Years. A Nominating Committee Zoom call will be held on Wednesday, January 10. The committee consist of Dolores Licon, Steve Buenger, Stacy Miller and Kristina Brewer Visit Oxnard is looking to bring on three new members by June 2024. On Tuesday, January 23, Visit Oxnard will be going before Committee for pre-approval of its 5-year agreement with the City and to present the wayfinding program. On Tuesday, February 20, Visit Oxnard will go before City Council for final approval of the City agreement and wayfinding program. The City will take over the wayfinding project for the implementation phase, and Brittney will work closely with the City Manager's office to assist with oversight. Stakeholder notes have been included in the final wayfinding program. The January Executive Committee meeting will be on Zoom, and we'll review the Mid-Year Budget, which will be set forth for approval at the

February Board Meeting. Monday, April 1, our OTMD District moves from a 1.5% assessment to a 2% assessment. Steve commented his support for the additional funding.

COMMITTEE COMMENTS:

Ben Ly just celebrated his 20-year mark with Hilton.

Steve Buenger adjourned the meeting without objection at 8:44 a.m.