

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Tuesday, January 18, 2022
Zoom Conference**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:32 a.m.

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

Committee members absent: Dolores Licon

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 November 16, 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 4, No 0, Abstain 0

2. Treasurer's Report: Toby gave the Treasurer's Report for November and December. We finished off the month of November with a Gross Profit of \$84K, which puts us over budget by \$5K for the month. Several line items are over/under budget due to timing discrepancies between month budgeted and month of service and billing, which evens out with Year-to-Date reporting. Trade Shows and Conferences are under budget since Visit Oxnard is currently not attending any shows. Total expenditures for the month of December are \$111K which gives us a Net Revenue of -\$27K. December's Total Revenues are \$79K. Total Expenditures for the month are \$75K, just slightly over budget. Total Operating Revenues came in at \$47K. The Year-to-Date Total Revenues at the end of December are \$546K. Current spending is about \$80K under budget. Year-to-Date Net Revenues are \$93K. We have \$479K in the bank at the end of December. Joe Cabral made the motion to approve the Treasurer's Report. Ashley seconded the motion. Yes 4, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: A new accounting firm, CFO by Design, which specializes in Destination Marketing Organizations, was hired at the beginning of the year. The financials look somewhat different for December, as the new firm is working through our processes. Toby asked if he should make any changes on how he presents the Treasurer's Report. The Committee is pleased with the current reporting.

The contract for ARPA funds will be signed today, and funds should arrive within 14 days of the contract being fully executed (i.e., signed by all parties).

The GRC group has postponed their January and February dates.

In preparation for this conference, Visit Oxnard's team created a print-out itinerary sheet and double-sided map that can be supplied to interested hotels. There is money in the budget for printing these handouts.

Visit Oxnard is working with marketing agency Madden Media on project-based work. They will be launching our digital campaign utilizing photography and video assets captured with The Journal of Lost Time. Voyage is Madden's destination intelligence platform that will be leveraged to optimize performance of our marketing efforts.

Plans are being made to bring on a new employee in the next few months to assist with marketing, photography and act as a hotel liaison.

Joe's term extension of his Board seat will expire in June. Discussions need to start on who will replace Joe on the Executive Committee. Kim Recharte also terms off the Board in June. The Executive Committee also serves as the Nominating Committee, so this discussion should be put on the agenda for next month's Committee meeting.

There will be a closed session in February's Executive Committee meeting to discuss the 401K possibilities for the Visit Oxnard team, which will be based on individual salaries.

Julie is postponing her trip to Oxnard next week due to illness as well as her trip to Visit California's Outlook Forum.

Committee Comments:

None

Steve Buenger adjourned the meeting without objection at 9:03 a.m.