

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
*Tuesday, January 19, 2021
Zoom Conference**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 10:02 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 November 2020 committee minutes were reviewed and considered for approval. Joe Cabral 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. There is cash in the bank. The Balance Sheet shows the prepaid rent and RiverPark Gateway security deposit which will be discussed later. The deferred revenue of \$29,166 is the accruing of the disbursement from the city. July to November year to date reports show the OTMD assessments are higher than budgeted by \$106K. Revenues exceeded projections by about \$106K but that will change in the coming months. Net revenue is \$86K. November P&L shows the OTMD assessment was more than budgeted. It included some expenses for Tradeshow and Conferences for virtual meetings and some holiday gifts for hotels. The website expense has been budgeted but it came out different months. We are \$1,371 to the good.
Julie presented the December Report. Budgeted items that are off are due to cancelations and postponements of conferences, etc. The only main difference is in postage due to the fact we are sending out more material than normal. We ended the month w/ \$25K. Dolores made the motion to approve the reports. Joe seconded the motion. Yes 3, No 0, Abstain 0. (Ashley was off the call for a few minutes)

3. Mid-Year Budget Review:
Julie presented the mid-year budget that is included in the meeting packet. It is a conservative budget because of the current circumstances. Concept & Creative, print ads and digital and online marketing are lower than originally budgeted since we have halted most of our marketing efforts. Promo merchandise has been completely taken out of the budget. Trade shows and conferences are lower since so many have been canceled or postponed. The Sales Meeting budget is a little higher to cover some trips for Julie to return to Oxnard. Office equipment is higher than previously budgeted since all staff need new computers. Misc. & Non-contracted is a new line item for an office move that will be discussed later in the meeting. Based on the mid-year

budget we should end the year with a roll over amount of \$106K. Joe made the motion to present the mid-year budget to the board. Ashley Golden seconded the motion. Yes 4, No 0, Abstain 0

INFORMATIONAL ITEM:

1. Nominating Committee Discussion:

We will have some board vacancies at the end of the fiscal year, and we are currently short a treasurer on the Executive Committee. Joe Cabral, Patty Tewes and Mike Pynn term off the General Board. Joe absence will leave another empty spot on the Executive Committee. Julie suggested Toby Valdez with Embassy Suites for the Treasurer's roll. The Committee agreed. Julie and Steve will meet with him later this week and if he accepts, he will be added to the agenda for next week's Board Meeting. The Committee has discussed some replacement options. David Neel with the Murphy Auto Museum, the new Executive Director at the Maritime Museum, Adri Howe, and someone from The Collection. Steve would like to nominate David Neel. Julie and Steve will meet with him in March. Julie will also call Michael Pynn about a representative from The Collection. Someone from the Hospitality course at the college was also suggested.

2. OCVB Office Move Discussion

Julie sent out the lease termination agreement to the Executive Committee. A settlement agreement has been made between the OCVB and RiverPark Gateway. Someone has agreed to take the office space. We are not subleasing and will have no liabilities. It will cost \$13,097 to terminate the lease. Part of that total is deferred rent from April to October. We will also be forfeiting our security deposit. Office items will be put in storage until we are able to find a smaller office with less rent. The printer will be moved to Marine Emporium Landing along with a small office area free of charge for the staff to use when necessary. The difference in expenses will show up at the beginning of the next fiscal year. Ashley asked about any hidden costs for the employees to work from home. There are none. There is currently a cell phone allowance for Brittney and Michelle. Company cell phones for Julie and Courtney have been canceled and a phone allowance will be given. Salary increases have been paused.

3. President/CEO Report

Brittney and Julie have been continuing with the transition plan which included many trainings. The team has been very busy coordinating the office move, as well as continuing to work on content for the website.

Visit Oxnard hosted the 12 days of giveaways during the holidays. Statistics will be given at next week's General Board meeting.

Currently we are hosting Oxnard Restaurant Week in partnership w/Rico and Mambo. Julie encouraged the committee to order take out from our Oxnard restaurants during this promotion. January 26th is the Annual Plan for Vacation Day.

We have a new beaches reel with an overview of all our beaches which will be shown at the upcoming General Board Meeting.

We currently have a contract with CVent, a meeting planner platform. Our first-year cost was \$14k and our second year was \$15k. With the pandemic hitting we had about 7 months of no use of the platform in our first year. They are currently billing us for the second year of our contract which we are unable to use since California has no meetings guidelines at this time. They are not allowing us to get out of the contract and their options are not a real solution. The call with the manager of the account was unsuccessful in coming up with a compromise. The manager is threatening to turn us over to collections. Brittney has reached out to other destinations to see how they are handling the issue. Some of them are using PPE loans to pay this item. They are

refusing to work with us at all. It is currently not in the budget. The committee advised to not pay right now and wait until things improve and look at the situation again.

Brown Act protocols have changed some of their procedures. We are looking to do a training for the Board in collaboration with VCC.

Committee Comments:

Ashley Golden – Sarah Rowley, an assistant with the City Manager’s office, will be moving to the City’s finance department, Martha Guillen will most likely be the mayor’s assistant. Send questions to Martha and Luly until the position is filled.

Steve Buenger adjourned the meeting without objection at 10:59 a.m.