

**Oxnard Convention & Visitors Bureau  
Executive Committee Minutes  
Wednesday, January 24, 2024  
Zoom Call**

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 and David Neel.

Committee members absent: Ben Ly

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

Public in attendance: None

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The December 13, 2023, Committee meeting minutes were reviewed and considered for approval. David Neel made the motion to approve the minutes. Dolores Licon seconded the motion. Yes 4, No 0, Abstain 0
2. Treasurer's Report: David gave the Treasurer's Report for December. Total Revenues for the month were at \$81.8K. Total Brand Management was \$40.2K. Year to Date Total Revenues were at \$569K. Brand Management for the year was at \$459.6K and Total Office & Administration at \$134.2K. At the end of December there was \$507.3K in the bank. Dolores made the motion to approve the Treasurer's Report. Ashley Golden seconded the motion. Yes 4, No 0, Abstain 0
3. Mid-year Budget Review: Julie presented the mid-year budget. She discussed the line items where a budget change was necessary.  
Print ads were raised due to the fact that we were able to pick up some remnant ads not budgeted.  
Photography was also raised due to an unplanned video shoot for the Tamale Festival.  
The Tradeshow budget was lower because travel expenses were requested from VCC 20% funds.  
The Conference budget is higher to add in conferences from January through June since dates had not been announced at the beginning of the budgeting cycle.  
DCTC fan night expenses were higher than budgeted so that increased the Community Support line item.  
Compensation and Benefits were increased to cover some incorrect payroll taxes and the addition of health insurance for 2 employees.  
Our accountants did not perform an audit this year, only the tax returns were compiled so that decreased that line item.  
There will only be \$10K in rollover funds instead of \$34K. David made the motion to approve the

presentation of the mid-year budget to the General Board in February. Dolores seconded the motion. Yes 4, No 0, abstain 0

#### INFORMATIONAL ITEM:

1. Nominating Committee Discussion: Julie reported on the Nominating Committee that met earlier this month where 11 possible Board members were discussed to join the Board. David Whittemore with Herzog Wine Cellars had shown interest in joining the Board but his management wants him to stay involved with Visit Oxnard but not sit on the Board. Hugo Centeno, Jr. has agreed to join the Board if approved at the February meeting. Alan Garcia with House of Tacos and Jeffrey Mulhaurdt with the Oxnard Farm Park will be approached closer to the new fiscal year to discuss joining the board.
2. President/CEO Report: Last night Julie, Brittney and Michelle attended the Community Services, Public Safety, Housing & Economic Development Committee meeting. Mayor Zaragoza, Mayor Pro-tem MacDonald and Councilmember Madrigal sit on this committee. The Visit Oxnard/City of Oxnard 5-year contract renewal was discussed as well as the Wayfinding project. Both were approved and will be presented for full Council approval at the City Council meeting on Tuesday, February 20<sup>th</sup>.  
This Thursday and Friday representatives with JNS Next will be touring Oxnard. This is a new marketing agency that Visit Oxnard will be working with in the new fiscal.  
Julie will be attending the Cal Travel Board meeting on February 6-7<sup>th</sup> where she will be presenting as this year's Award Chair,  
Zachari Dunes was voted as #1 Best New Hotel in USA Today's 10Best Readers' Choice poll. Visit Oxnard is actively pushing this message out, paired with Oxnard Beach Park's #1 standing. Mullin Auto Museum will be closing on February 10<sup>th</sup>. The team will be working on scrubbing references of the museum out of our materials.  
X-games has been confirmed for June 27<sup>th</sup>-29<sup>th</sup> in Ventura. It has not been officially announced yet but Michelle informed our hotels to hold rooms for these dates.

#### COMMITTEE COMMENTS:

None

Steve Buenger adjourned the meeting without objection at 8:55 a.m.