

**Oxnard Convention & Visitors Bureau  
Executive Committee Minutes  
Tuesday, February 15, 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, 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 January 18, 2022, committee meeting minutes were reviewed and considered for approval. Joe Cabral made the motion to approve the minutes. Toby Valdez seconded the motion. Yes 5, No 0, Abstain 0
2. Treasurer's Report: Toby gave the Treasurer's Report for January. The Monthly Assessment was \$50K versus the budgeted \$43K. There is \$74K in Miscellaneous Income, which is due to our reimbursement of ARPA funds on items already paid for. With the addition of the City funding for the month, the Total Revenue is \$148K. Digital and Online Marketing was over budget since Visit Oxnard is working with a new marketing agency, Madden Media, and the payment is for work for the next 4 months. Year-to-Date Assessments are at \$454K. Total Revenues for the year are \$694K. Total Expenditures for the year are \$644K and a Net Revenue of \$117K. We have \$572K in the bank as of the end of January. Dolores Licon made the motion to approve the Treasurer's Report. Ashley Golden seconded the motion. Yes 5, No 0, Abstain 0

INFORMATIONAL ITEM:

1. Nominating Committee Discussion: Joe will be terming off the Board in June as well as Kim Recharte. That will leave two vacancies on the Board and one on the Executive Committee. Two candidates to fill the board seats are Hutton John with Caribbean Haven, which will open in Oxnard in March, and Mark Spellman w/ Lazer Media Michelle will add this to the General Board Agenda to approve their addition to the Board for next fiscal year. It was questioned whether Joe's vacancy needs to be filled by another hotelier. But, the Board will keep 3 hoteliers on the Board with a possibility of adding a representative from the new Tru by Hilton property coming to Oxnard. By-laws state that we need to strive to have at least two hoteliers. Discussion was made about changes for the Executive Committee. They would like to change Toby's position from

Treasurer to Vice-Chair. The decision will need to be made to either move Dolores to Treasurer and find a new Secretary or to fill the Treasurer position.

2. President/CEO Report: Lauren Bennett's last day was Friday, February 4<sup>th</sup>. She was offered a job with the City of Santa Barbara. In Closed Session, discussion will be made on how to fill that position.

We received our newest draft of the Visitor Guide to be reviewed by Visit Oxnard staff; it will go to print at the end of March.

The Visit Oxnard Restaurant Pass created in partnership with Bandwango launched at the end of January. Brittney will be reporting on the analytics at next week's General Board meeting.

Visit Oxnard is working with a new marketing agency, Madden Media, who is rolling out new creative on digital platforms.

We will be working to build out film landing pages on our website, and Brittney is working with Bill Bartels to update Oxnard's listings on the County's film website.

We have launched three different opportunities with VCC including Weekend Sherpa, LA Magazine and TravelZoo.

Michelle is working on condensing our two storage units into one unit.

Julie is continuing to work with our new accounting firm and hopes to present the midyear budget to the committee in March.

We have signed the ARPA contract with the City and are getting the additional liability insurance needed through Tolman and Wiker.

Committee Comments:

None

Steve Buenger adjourned the meeting to Closed Session without objection at 9:02 a.m.

Closed Session adjourned at 9:13 a.m.