

**Oxnard Convention & Visitors Bureau  
Executive Committee Minutes  
Monday, February 22, 2021  
Zoom Conference**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 10:00 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 January 19, 2021 committee minutes were reviewed and considered for approval. Ashley Golden made the motion to approve the minutes. Joe Cabral seconded the motion. Yes 4, No 0, Abstain 0
2. Treasurer's Report: Steve gave the Treasurer's Report for January. The Balance Sheet shows \$397K in the bank. January's Actual vs. Budget report shows us under budget in the Public Relations category because we are waiting on an invoice to come in. Audit and tax returns have not been paid for yet. The Office Equipment budget still has some left in it. We still have one more computer to purchase. We have a Net Revenue of \$18,242 vs. a budgeted \$3,411. Dolores Licon made the motion to approve the report. Joe seconded. Yes 4, No 0, Abstain 0.
3. Nominating Committee Discussion: Julie and Steve met with Toby Valdez with Embassy Suites Mandalay Beach Resort and he has agreed to join the Executive Committee and take the office of Treasurer. Joe made the motion to present Toby to the General Board. Ashley seconded the motion. Yes 4, No 0, Abstain 0

INFORMATIONAL ITEM:

1. President/CEO Report: Visit Oxnard applied for a PPP loan and received \$60k that will cover about 10 weeks of payroll.  
Julie and Brittney will be slowing down the transition turnover plan. With the reopening of the state Brittney has a lot of marketing projects to concentrate on. Julie will still include her on correspondence.  
We are continuing to add new content to the website, and we have new landing pages that will be covered at the General Board meeting on Wednesday.  
Courtney has been attending classes at UNLV and has obtained her certificate in Hotel Industry Analytics. Moving forward she will be presenting the STR report at the board meetings to utilize

this new skill.

We had our first press trip since COVID last week, travel writer Sam Russel.

The entire team attended the virtual California Outlook Forum last week.

Our contact at Parkway accounting has resigned and we are in a transition period with a new contact.

Julie updated the committee on the issues with our CVENT contract. Visit California is also going through some similar issues and one of her contacts there is going to look at our contract free of charge to see if they have any advice.

Julie also reminded the committee about the VCC Brown Act training on March 4 from 1-2 pm.

#### Committee Comments:

Ashley Golden – There will be a special council meeting on Thursday to go over goal setting and priorities for next five years. They received 1300 replies to their survey. The new Community Development Director starts this morning. She will reschedule the meeting w/Julie and Brittney about filming downtown opportunities.

Britney Hendricks – Thanked Dolores for hosting the travel journalist this weekend.

Steve Buenger adjourned the meeting without objection at 10:16 a.m.