

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Tuesday, March 15, 2022
Zoom Conference**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:34 a.m.

Committee members present: Steve Buenger, Ashley Golden, Dolores Licon and Toby Valdez

Committee members absent: Joe Cabral

Also in attendance: Julie Mino, President/CEO and Michelle Flippo, staff member

Public in attendance: None

PUBLIC COMMENT: None

ACTION ITEMS:

1. Approval of Minutes: The February 15, 2022, committee meeting minutes were reviewed and considered for approval. Dolores Licon made the motion to approve the minutes. Toby Valdez seconded the motion. Yes 4, No 0, Abstain 0
2. Treasurer's Report: Toby gave the Treasurer's Report for February. The Monthly Assessment was \$44K versus the budgeted \$33K. February's Total Revenue is \$68K. Total Overall Net Revenues for the month ended at \$11K. Year-to-Date Assessments are at \$495K. Total Revenues for the year are \$689K and Total Expenditures are at \$671K with Net Operating Revenue of \$18K. We have \$431K in the bank as of the end of February. Total Assets are \$600K. Julie explained the new financial forms in the packet specified for the ARPA funds. Steve made the motion to approve the Treasurer's Report. Ashley Golden seconded the motion. Yes 4, No 0, Abstain 0
3. Mid-year Budget Discussion: This year's budget is the highest in our organization's history. Julie highlighted the differences in the original budget and the mid-year budget. Next, she discussed the ARPA funds budget. She talked about the projects split into the current and next fiscal year. There is a slight discrepancy on the ARPA report versus the financial statements that needs to be fixed before it is presented to the General Board. Toby made the motion to present the Mid-Year Budget to the General Board at next week's meeting. Ashley seconded the motion. Yes 4, No 0, Abstain 0
4. Oxnard Jazz Festival Discussion: The Oxnard Jazz Festival has requested sponsorship from Visit Oxnard. They have already been supplied with a direct booking widget for their website as well as ours. They are requesting a \$5k sponsorship, which consists of \$2500 in in-kind services and \$2500 in cash. It is currently not in the budget, so it would need to be added. The majority of the sponsorship benefits would happen weekend of the festival, instead of prior to the festival which Visit Oxnard has requested. Julie discussed what we receive from other sponsorships. Dolores suggested purchasing the \$2500 VIP pavilion instead and use to promote through giveaways and

other channels. Ashley made the motion to table the discussion until more information can be received. Toby seconded. Yes 4, No 0, Abstain 0

INFORMATIONAL ITEM:

1. President/CEO Report: ARPA funds were deposited. Julie will provide the City Manager's Office with quarterly updates on how the funds were spent.
We have hired two new part-time employees: Daniel Cabrera, Digital Marketing Coordinator, and Nino Blunt, Office Coordinator. Michelle will start with her new responsibilities on April 1.
Brittney and Michelle will be attending IPW in Orlando in June.
The final draft of the Visitor Guide should go through its final review next week. Julie asked if the Committee would like Visit Oxnard to host a Visitor Guide Launch Party sometime in April. The Committee would like to move forward with a party.

Committee Comments:

Ashley – ARPA Wayfinding request goes back before the Council on March 29th. She encouraged Visit Oxnard to reach out to the Council to provide positive information. Julie and Brittney have already discussed this with Bryan MacDonald. Ashley and Julie will speak more about this later in the week.

Steve Buenger adjourned the meeting to Closed Session without objection at 9:26 a.m.

Closed Session adjourned at 9:32 a.m.