

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Tuesday, April 20, 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, Dolores Licon and Toby Valdez

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 February 22, 2021, committee meeting minutes were reviewed and considered for approval. Dolores Licon made the motion to approve the minutes. Ashley Golden seconded the motion. Yes 5, No 0, Abstain 0
2. Treasurer's Report: Toby Valdez gave the Treasurer's Report for February. The Balance Sheet shows \$426K in the bank. An additional bank account was added in the amount of \$60K, for the PPP funds that were received in February. The security deposit has been moved to Rent since we forfeited that money to facilitate our exiting of the office space. Year to Date vs. Annual Budget Report shows our Gross Profit is ahead of budget by \$13K year to date. Print Ads are over budget as we picked up a great local advertising opportunity. Rent is over budget by the \$3k security deposit, but we are free and clear of future rent payments. Net Revenue is \$22k higher than expected due to the increased OTMD funds. For the month of February, we are over budget in some areas due to line items having been budgeted in January but paid for in February. Joe Cabral made the motion to approve the Treasurer's Report. Dolores seconded. Yes 5, No 0, Abstain 0
3. Nominating Committee Discussion: At last month's General Board meeting, Kip Turner requested that someone from the Visit Oxnard Board sit on an upcoming select planning advisory committee for the Ventura County Department of Airports. The committee discussed if we should be involved and, if so, who should sit on the committee. Ashley made the motion for a Visit Oxnard team member to sit on the committee depending on whose schedule is free between Julie and Brittney. Julie will attend the first meeting and discuss meeting times moving forward with Kip. Joe seconded the motion. Yes 5, No 0, Abstain 0
4. Out of Scope Budget Discussion: This item was not on the agenda, but the entire committee agreed that it needed to be added to the agenda as an action item. The first item is a renewed iteration of the Fall 2020 leveraged media co-op in which Visit Oxnard participated in partnership with Visit California and Expedia: in the Spring 2021 co-op, Expedia will

be upping their media match contribution from 50% to 100% and Visit California will increase their financial match from 20% to 30%. The proposed campaign run dates are May 1 through June 30, 2021.

An additional leveraged media co-op opportunity in partnership with Visit California and Adara was also proposed. Adara is offering a 50% media match; Visit California is offering a financial match of 30%. Adara is a company that gathers information from major data consortiums to inform digital marketing, programmatic advertising, search and more. Adara is able to target audiences active in the travel planning stage and report campaign statistics inclusive of return on ad sales.

The last item is for tote bags. Courtney has her first in-person trade show in May, and we have begun to receive bag requests again. Julie would like to purchase tote bags to use for these requests and trade shows.

As a result of OTMD funding coming in over budget and the non-budgeted receipt of a PPP loan, we have money in the bank to cover these three items. Julie recommends using these funds for the aforementioned projects. Joe made the motion to present these new budget items to the General Board for approval next week. Toby seconded. Yes 5, No 0, Abstain 0

INFORMATIONAL ITEM:

1. President/CEO Report: Julie welcomed Toby to his first Executive Committee Meeting. It has been one year since the Visit Oxnard team began working from home. Julie presented the projects, conferences, trainings, committees and webinars the team worked on or was a part of since March 12, 2020. She will give more details about these accomplishments at next week's General Board Meeting.

The main contact at Parkway, the Visit Oxnard accounting firm, has resigned. We have a new account manager within the firm.

Julie, Brittney and Ashley are in discussions about the possibility of Visit Oxnard taking the lead on some of the City's film permitting activities and how that might work.

The team has participated in three online conferences: Visit California Outlook Forum; California Travel Association's California Comeback Conference and DMA West Tech Summit. Since these conferences were virtual, it allowed for the whole team to participate.

At the end of March, Julie and Brittney will be working on the FY 21-22 budget.

Committee Comments:

Ashley Golden – The Dallas Cowboys have reached out to the City through Tom Cady's group, so they will be conducting internal prep meetings to make decisions on how to move forward. She will report more at the next Executive Committee Meeting.

Steve Buenger adjourned the meeting without objection at 10:45 a.m.