

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Wednesday, March 25, 2026
Zoom Call**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:31 a.m.

Committee members present: Steve Buenger, Julie Buffo, Ashley Golden and Michael Tripp

Committee members absent: Kristina Brewer

Also in attendance: Brittney Hendricks, President/CEO and Michelle Flippo, staff member

Public in attendance: None

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The Executive Committee meeting minutes for February 25, 2026, were reviewed and considered for approval. Julie Buffo made the motion to approve the minutes after a correction is made. Michael Tripp seconded the motion. Yes 4, No 0, Abstain 0
2. Treasurer's Report: Michael Tripp gave the Treasurer's Report for February. Total Revenue for the month was \$92.1K. Brand Management expenses were \$95.9K. Office and Admin expenses were \$24.3K. Year-to-date Total Revenue was \$964.3K with Brand Management expenditures at \$722.8K and Office & Admin expenses at \$182.2K. At the end of the month, cash on hand plus receivables were \$632.6K. Ashley Golden made the motion to approve the Treasurer's Report. Julie seconded the motion. Yes 4, No 0, Abstain 0

INFORMATIONAL ITEMS:

President/CEO Report:

Brittney Hendricks provided an update on organizational activities and initiatives. The new website project continues to progress and is on track to launch by July 1. The team recently met with Tempest to begin content migration planning and has initiated a series of calls with iDSS to audit CRM and operational systems, with completion anticipated by the end of the fiscal year. Staff training on the system is expected in June.

Brittney confirmed initial interest from the Dallas Cowboys organization and cheerleaders for the fifth annual Oxnard Fan Night, which would align with the 20th anniversary of Training Camp. The event is tentatively scheduled for July 31 at The Collection, with opening ceremonies to follow on August 1. Discussions are ongoing regarding potential adjustments to fan engagement opportunities.

An update was provided on the Nominating Committee process. Based on recent developments regarding leadership changes at Oxnard College, the committee agreed not to move forward with that candidate at this time, while continuing to maintain a relationship with the institution for future consideration.

The team recently completed a two-day meetings and groups video shoot throughout Oxnard. This project represents the organization's first dedicated meetings-focused content piece and will support group sales efforts. The final deliverables are expected in time for presentation at upcoming trade shows, including Destination West.

Visit Oxnard onboarded a marketing intern through Moorpark College's Career Center. The intern, Anneliese Engle, began on March 18 and will work part-time for the duration of the program, which is funded through a college grant.

Following a successful vendor and agency familiarization tour, Visit Oxnard has received an RFP from CalTravel Association to host a board meeting in February 2027. The proposed program would generate approximately 150 room nights within the room block alone and bring statewide industry leadership to Oxnard.

The team also attended the Visit California Outlook Forum, where Visit Oxnard received a Poppy Award for Best Brand Advertising Campaign in the under \$1 million category.

Michelle continues to refine Visit Oxnard's business development strategy, including shadowing hotel sales teams, meeting with DMO counterparts and incorporating hotel partners into upcoming sales tradeshow.

Daniel Cabrera was selected for Destinations International's 30 Under 30 program, representing a significant professional achievement and leadership development opportunity.

Upcoming travel includes the Destinations International CEO Summit, Associations West Elevate Conference and Destination West.

Board Comments:

Ashley Golden shared updates regarding Heritage Square operations, including the transition of event coordination responsibilities to a new operator. While initial events have been successful, some operational challenges remain as systems and communication channels are updated. Committee members were asked to share any feedback received from the community to help ensure a smooth transition and maintain a positive experience for event clients.

Steve Buenger adjourned the meeting without objection at 8:40 a.m.