

**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 10:01 a.m.

Committee members present: Steve Buenger, Joe Cabral, Dolores Licon and Toby Valdez

Committee members absent: Ashley Golden

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 March 16, 2021, committee meeting minutes were reviewed and considered for approval. Joe Cabral made the motion to approve the minutes. Dolores Licon seconded the motion. Yes 4, No 0, Abstain 0
2. Treasurer's Report: Toby Valdez gave the Treasurer's Report for March. We received a quarterly payment from the City of Oxnard and the OTMD collections were \$16k over budget. Our total revenues were \$55K. Overall expenses were kept in line with the budget. Public Relations was slightly over this month due to the timing of payments. Net Revenues for the month are about \$11k over budget. The Year-to-Date Gross Profits are \$604K which is \$30K ahead of budget. Net Revenue for the year is ahead by \$33K. The Consolidated Balance Sheet shows \$407K in the bank. An additional bank account was added in the amount of \$60K for the PPP funds that were received in February. The PPP loan balance of \$60k will stay on the balance sheet until forgiven. Joe made the motion to approve the Treasurer's Report. Dolores seconded the motion. Yes 4, No 0, Abstain 0
3. Short Term Rental Promotion Discussion: Currently, OTMD assessments are only required by hotels with 50 rooms or over. Smaller hotels can opt in, but none have requested to contribute thus far. We have had two short-term rental companies asking to be a part of our OTMD and Visit Oxnard would like to know how to proceed with these requests. Discussion was had about the different demographics for short term rentals versus hotel stays. The committee would like some clarification about how to promote corporations versus individual owners. Currently, Visit Oxnard has only been approached by management companies. The committee encouraged Visit Oxnard staff to research how other cities are promoting short term rentals and the pros and cons. Dolores made the motion to table the discussion until further research has been done. Toby seconded the motion. Yes 4, No 0, Abstain 0
4. Executive Committee Meeting Date Change Discussion: The committee discussed changing the dates and time of future committee meetings. Joe made the motion to move the meetings to the third Tuesday of the month at 8:30 a.m. Toby seconded the motion. Yes 4, No 0, Abstain 0

5. Nominating Committee Discussion: The committee asked Joe Cabral to extend his term on the Visit Oxnard General Board and his position as Vice-chair on the Executive Committee for one more year. Dolores made the motion to present this term extension to the General Board. Toby seconded the motion. Yes 3, No 0, Abstain 1 (Joe Cabral)
Steve and Julie will be talking with David Neel w/ The Murphy Auto Museum on Thursday about joining the Visit Oxnard General Board in July. Michael Pynn will be terming off the Board at the end of the fiscal year, and he has recommended appointing Jill Almonia, the Marketing Director for The Collection, to replace him.

INFORMATIONAL ITEM:

1. President/CEO Report: Courtney will be attending her first in-person trade show tomorrow in Louisville, Kentucky. They are currently not allowing any handouts at the trade shows, so Courtney has created QR codes that attendees can use to download our meeting planner handouts and link to our website.
The Dallas Cowboys are currently in talks with the City of Oxnard to discuss how to move forward with Training Camp with or without fans. VCC and Visit Oxnard will collaborate to market the event, whatever decision is made.
Visit Oxnard and the City of Oxnard are working together to formulate a plan for Visit Oxnard to take over the film department and become the film liaison for the City.
We are continuing to work on the transition period with our new accounting firm. It is going smoothly.
Julie and Brittney are working on the budget for Fiscal Year 21-22. They are looking at using different marketing agencies and moving away from just one agency with a monthly retainer, instead shifting toward a project-based model.
Interest in press trips has increased.
The creative for our two Visit California co-ops has been completed.
Visit Oxnard received an ADDY Award (American Advertising Award) through a submission by Verdin Marketing for our digital press kit under the PR Collateral Category.
Julie gave an update on the leadership transition plan. The transition plan has slowed down to give Brittney time to concentrate on the marketing needed to go into the reopening of tourism in Oxnard. Julie will now stay on for another two quarters to make this possible.
Visit Oxnard is not in a hurry to get into a new permanent office space and wants to continue to keep an eye on the COVID situation. A small office space is opening up at Marine Emporium Landing after May for a \$750 per month expense for the organization.

Committee Comments:

None

Steve Buenger adjourned the meeting without objection at 10:44 a.m.