

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Tuesday, May 18, 2021
Zoom Conference**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:32 a.m.

Committee members present: Steve Buenger, Joe Cabral and Ashley Golden

Committee members absent: Dolores Licon and Toby Valdez

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 April 20, 2021, committee meeting minutes were reviewed and considered for approval. Joe Cabral made the motion to approve the minutes. Steve Buenger seconded the motion. Yes 3, No 0, Abstain 0
2. Treasurer's Report: Steve gave the Treasurer's Report for April. OTMD collections for the month were 20% higher than budgeted. Revenues were at a 41% increase. Trade show expenses were up due to timing and the unpredictability of trade shows currently. Digital and Online Marketing was also up due to the Adara co-op with Visit California, which was approved at an earlier meeting. Expenses were 65% over budget, but OTMD collections were also over budget so the Net Revenue at the end of the month was \$3K. Our OTMD collections show a 15% increase year-to-date. We are over budget by \$20K, but Net Revenue for the year is ahead by \$28K. We have applied for forgiveness on our first PPP loan and have applied for an additional second-draw PPP loan. Ashley Golden made the motion to approve the Treasurer's Report. Joe seconded the motion. Yes 3, No 0, Abstain 0

INFORMATIONAL ITEM:

1. President/CEO Report: Visit Oxnard has been approved for an additional PPP loan for \$58k that will be used for payroll. We have also requested forgiveness from our first PPP loan. Julie and Brittney have been working on the next fiscal year's budget to be presented to the Committee and Board next month.
Visit Oxnard has been recognized for the third year in a row as "One of The Best Places to Work on the Central Coast" by Pacific Coast Business Times.
On May 1st, the co-ops with Visit California including Adara and Expedia were launched. We also launched a 4th round of Digital Ads with Ventura County Coast. The "You Don't Know Oxnard" campaign rolled out on May 1 as well.
Visit Oxnard has partnered with a public relations professional and is evaluating whether to bring her on as a contractor.

Meetings with Jill Almonia with The Collection and David Neel with the Murphy Auto Museum were conducted, and they have both agreed to join our Board and will be presented for approval in June.

Brittney will be attending a meeting with Brian Tucker and The Dallas Cowboys marketing team later this week.

Ashley will also be meeting with Dallas Cowboys staff to come up with solutions for several logistical issues including parking, food offerings, beer garden, etc.

Art Gutierrez has retired from the City, but the Dallas Cowboys have hired him to help organize training camp.

Committee Comments:

None

Steve Buenger adjourned the meeting without objection at 8:53 a.m.