

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Tuesday, June 15, 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, 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 May 18, 2021, committee meeting minutes were reviewed and considered for approval. Joe Cabral made the motion to approve the minutes. Ashley Golden seconded the motion. Yes 3, No 0, Abstain 1 (Toby Valdez) Dolores Licon was not on the call yet.
2. Treasurer's Report: Toby gave the Treasurer's Report for May. OTMD collections for the month were over budget by \$34K. Gross Profit for May was \$33K ahead of budget. A few line items are over and below budget due to timing issues. Overall, we were only \$500 over budget. We ended the month with a Net Revenue of \$41K. We are ahead in revenues for the year by \$81K. Brand Management is \$14k over budget due to some marketing opportunities that came up. Our first PPP draw has been forgiven. That will be coming off our Long-Term Liability. The second CWB account contains the second draw of our PPP funds. Steve made the motion to approve the Treasurer's Report. Toby seconded the motion. Yes 5, No 0, Abstain 0
3. FY 21-22 Proposed Budget: Julie presented the Fiscal Year 21-22 Proposed Budget. She highlighted the income projections including funds from the City, OTMD assessments and a rollover for FY 20-21 due to cost cutting savings during the COVID-19 pandemic. She reviewed the areas in which OTMD funds will be spent based on the management plan. She explained the line item expenses with examples of upcoming plans for these costs including a fall video campaign, a spring photo shoot campaign, partnerships with Visit California and a new Visitor Guide underwriting ad costs for previous advertisers. The budget shows a balance that would cover our PPP funds if the second draw is not forgiven. Dolores made the motion to present the proposed budget to the General Board. Ashley seconded the motion. Yes 5, No 0, Abstain 0
4. Nominating Committee Report: Julie presented the two nominations to fill the upcoming Board vacancies. She also presented the 21-22 Slate of Officers. Toby made the motion to present all items under Agenda Item 6 to the General Board. Ashley seconded the motion. Yes 5, No 0

INFORMATIONAL ITEM:

1. President/CEO Report: Visit Oxnard is participating with other California DMOs at noon today to promote the California reopening on social media.
Brittney and Julie are continuing to work with the City on taking over as the Film Liaison. Brittney will be working on updating the current film permitting process.
At next week's board meeting, we will have a recap of our current Visit California co-ops with Expedia and Adara.
VCC is hosting their first in-person meeting the first week of July. Brittney will be attending in Julie's place. At this meeting, they will be voting on whether to hold in-person meetings in the future. If they do not provide a virtual option moving forward, Brittney will take over that board seat. Visit Oxnard staff is looking at different ways to have a presence at DCTC. We will provide a giveaway and will be utilizing geofencing. We are also working with VCC on a VIP area but will not be hosting a booth this year.
The City of Oxnard has received over \$56 million from the American Rescue Plan Act. Those funds can go towards tourism. Brittney put together a proposal to request \$450k over two years for various tourism related projects. The guidelines for how the money can be spent will be out in August. City staff hopes to have recommendations for the City Council in September.
The upcoming fiscal year meeting dates will be sent out after the next board meeting. Discussion was made about how to move forward with meetings: in person, virtual or hybrid. We will continue with Zoom calls for Executive Committee meetings and start in-person Board meetings in September with a conference call option.

Committee Comments:

Ashley Golden – The City budget will go before the City Council tonight. This is the first budget in a long time that does not include cuts. Measure E is making it possible to bring back some services over the next 3 years. A patch job has been done on Peninsula Road. Mark Sandoval will be presenting the Harbor Vision Plan to the Board of Supervisors on June 22nd.

Toby Valdez – Renovation should start mid to late August at Embassy Suites at Mandalay Beach Resort.

Steve Buenger adjourned the meeting without objection at 9:21 a.m.