

Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Monday, August 17, 2020
Zoom Conference

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 10:03 a.m.

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

Committee members absent: None

Also in attendance: Julie Mino, President CEO and Michelle Flippo, staff member

Public in attendance: None

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The June 22, 2020 committee minutes were reviewed and considered for approval. Ashley Golden made the motion to approve the minutes. Joe Cabral seconded the motion. Yes 3, No 0, Abstain 0 (Dolores Licon joined the call after the approval of the minutes.)
2. Treasurer's Report: Steve gave the Treasurer's Report for June and July. Accrued sick time and vacation is high. We have a net of \$90K for June as we are conserving cash. The final payments to the City were made in June. April was the lowest month for OTMD funds. The brand management budget was way down to conserve money due to the current situation. The negative amount is due to the repayment of the city. Ashley asked about how long the discounted rent is in place. Discussions have been made with the landlord about the possibility of downsizing the current office space. The July balance sheet showed cash in the bank of \$278K which includes the carryover from the last fiscal year and the first city payment of the new fiscal year. The accountant is accruing our funding from the city. We currently do not have an approved budget, so those figures are all zeroed out. We have started up some new marketing projects. Joe made the motion to approve the report. Ashley seconded the motion. Yes 4, No 0, Abstain 0

INFORMATIONAL ITEM:

1. FY 20-21 Budget Discussion – Julie presented the projected funding for the upcoming fiscal year which includes, the contract with the City of Oxnard, the roll over amount and the projected OTMD funds. She showed how the OTMD funds must be broken down by category. Next month we will start using our concept and creative budget for a co-op campaign with Visit California and Expedia. Trade Shows and conferences are currently at about a quarter of what we usually spend. We are waiting until a little later in the year to make final decisions on those meetings. There is a small amount budgeted for Community Events/Collaborative Support starting in 2021 for events that may happen. The total Marketing budget is at \$410K.

The General and Administrative Budget is as tight as possible. Mid-year we will conduct an intense budget review after we see how the OTMD funds are coming in. We currently put 2% of our OTMD funds into contingency but due to the current circumstances Julie has included \$2500 a month to go into the contingency funds. We have started out with a very conservative budget and will reassess mid-year. Ashley suggested that when it is presented to the board that a comparison of last year's budget is stressed. Ashley made the motion to present the FY 20-21 budget to the full board. Joe seconded. Yes 4, No 0, Abstain 0

2. President/CEO report – We are currently working with VCC on a Stronger Together campaign. The Crisis Communications Plan is completed with edits. The Web site redesign has been reactivated. We are continuing our responsible travel messaging and linking visitors back to the county and state health guidelines.

The Expedia/Visit California co-op campaign will run from August 3rd through the first week of November. Visit Oxnard bought in at a \$35K investment with 20% matching funds from Visit California as well as matching impressions from Expedia. All the cities bought into a programmatic advertising campaign with VCC using their 20% funds called Stronger Together. The advertising is branded for each individual city and link back to the cities' web sites. Visit Oxnard bought into the Outdoor Adventure and Family Fun personas. The videos have been running for a month and will continue for two more months. Julie showed the videos we will be using in this campaign.

Julie updated the committee on what the Visit Oxnard Team has been working on: Advance Google Analytics, CALTravel Diversity & inclusion Task Force, Southern CAL DMO Network for Sales, Content Committee for CCTC and an interview for a Rediscover America feature on Oxnard.

COMMITTEE COMMENTS:

Joe Cabral – business is steady.

Dolores Licon - had questions about the County regulation of keeping hotel rooms vacant for 24 hours between guests. Ashley provided her with Rosie's phone number with the city to discuss all the options available.

Steve Buenger adjourned the meeting without objection at 10:33 a.m.