

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Tuesday, August 17, 2021
Zoom Conference**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:35 a.m.

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

Committee members absent: Toby Valdez

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 15, 2021, committee meeting 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 had not yet joined the call)

2. Treasurer's Report: Julie gave the Treasurer's Report for June and July. We finished the year with \$28k over budget on collected OTMD funds. The Tradeshow Budget was \$5K over budget for last year due to registrations and airfares that were paid in June but budgeted in July. The Public Relation Management budget is \$3K over budget. The Public Relation contractor was brought on a month earlier than budgeted to help with Dallas Cowboys Training Camp. There is a new line item under Other Revenue named Non-taxable Income. This amount is for the first PPP loan that was forgiven. We ended the year with a rollover amount of \$258K. The second checking account balance is our second PPP loan, and those funds will be spent by the middle of September. It is included on the Balance Sheet as a Long-Term Liability, but we have recently been forgiven for that loan and it will then come off the balance sheet. For the month of July, OTMD funds came in at \$20K over budget. The Tradeshow budget is under budget since registrations and airfare were purchased in June. Concept and Creative is over budget. The deposit to the vendor for our fall campaign was paid but budget for September. Video and Photography are extremely under budget since photo shoots were pushed back until later in the year.
Dolores Licon made the motion to approve the Treasurer's Report. Ashley seconded the motion. Yes 4, No 0, Abstain 0

3. Records Retention Policy Discussion: Julie presented the Records Retention Policy created with the direction of Civitas Advisors. Visit Oxnard does not currently have this type of policy and one needs to be implemented. Joe made the motion to present the policy to the General Board. Ashley seconded the motion. Yes 4, No 0

INFORMATIONAL ITEM:

1. President/CEO Report: Julie will be in town for next month's Executive Committee meeting and asked if the committee would like to meet in person. It was decided to conduct a hybrid with in-person attendees meeting at Marine Emporium Landing and a Zoom link will also be provided. Visit Oxnard's presentation of the Annual Report to the City Council will be presented virtually on September 21st. The first in person General Board Meeting will be on September 22 at Embassy Suites Mandalay Beach Hotel and Resort.
Julie presented the new fiscal year's Meetings Schedule with locations. There are only two dates that have not been filled
Both PPP loans have been forgiven.
Kip Turner has left his position at the airport and resigned from our board.
We received a PRSA Award for our media kit. Verdin Marketing and Brittney Hendricks created this item.
The Visit Oxnard team participated in several on air interviews promoting Dallas Cowboys Training Camp.
Our Crisis Communications Plan has been updated including things implemented during the pandemic.
We have started our Visit Oxnard Visitor Magazine outreach to advertisers. Current advertisers will be offered their ad spots at no charge.
An HD Camera will be installed at Channel Islands Harbor to provide a live feed to our web site.
An official search has been started for a new team member, Marketing Coordinator & Film Liaison. Applications will be accepted until September 6, 2021, and interviews will be held later in September when Julie will be in town.
Ventura County Coast has pulled out of the IPW tradeshow in Las Vegas. Many of the international attendees have decided not to come.
Brittney will be taking over Julie's seat on the Ventura County Coast Board of Directors starting in September.

Committee Comments:

Ashley Golden – The American Rescue Plan Act fund requests have been presented to City Council. \$1 million has been requested to go towards a Wayfinding Development Program. \$400k would go towards a variety of marketing and destination management initiatives. It went to council twice in July with very little feedback. The list will be presented to City Council again in September once more direction is given from the Federal Government.

Steve Buenger adjourned the meeting without objection at 9:07 a.m.