

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Tuesday, September 21, 2021
Zoom Conference**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:34 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 and Michelle Flippo and Brittney Hendricks, staff members

Public in attendance: None

PUBLIC COMMENT: None

ACTION ITEMS:

1. Approval of Minutes: The August 17, 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 5, No 0, Abstain 0
2. Treasurer's Report: Toby gave the Treasurer's Report for August. OTMD assessments came in at \$69K for the month, which is \$15K over budget. Over the next few months, we will see some fluctuation in the Tradeshow & Conferences Budget because of some rescheduling of shows. Total expenditures were \$39K and net revenue was \$54K for the month. Fiscal Year-to-Date total revenue is \$179k. The Non-taxable income line shows the forgiven PPP loan. The remaining funds for the second PPP loan were used on the last payroll period. Dolores Licon made the motion to approve the Treasurer's Report. Ashley seconded the motion. Yes 5, No 0, Abstain 0

INFORMATIONAL ITEM:

1. President/CEO Report: At tomorrow's Board meeting Toby will be giving an update on the remodel for Embassy's Suites Mandalay Beach Resort & Hotel. Julie and Brittney will be meeting with Mayor Zaragoza after this meeting. Tonight, Julie will be presenting the Annual Report to the City Council. The Council will also be considering Visit Oxnard's request for ARPA funds for requested projects. These requests include \$436K for additional marketing initiatives and a \$1 million request for a city-wide wayfinding program that would be overseen by Visit Oxnard. City staff is requesting that the council approve allocation of these funds tonight. Lauren Bennett has been hired by Visit Oxnard to fill the position of Marketing Coordinator & Film Liaison. Her first day will be September 28, 2021. June's OTMD collections were the highest we have received since the start of the agreement even

pre-pandemic. Julie attributes some of the increase to our Expedia campaign where we received nearly \$1 million in direct hotel bookings.

Committee members should have received a hard copy of the FY 21-22 Marketing Plan in the mail. We will discuss it more on tomorrow's General Board call.

The entire Visit Oxnard team was able to attend the California Travel Association awards dinner last week together to accept their "Greatest Workplace" award.

Committee Comments:

Ashley Golden – was very complimentary of the Annual Report that Visit Oxnard created. The ARPA funds requested by Visit Oxnard are included in City Staff's priority requests.

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