

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Wednesday, September 27, 2023
Zoom Call**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 8:34 a.m.

Committee members present: Steve Buenger, Ashley Golden, Dolores Licon, Ben Ly and David Neel

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 August 23, 2023, Committee meeting minutes were reviewed and considered for approval. Ashley Golden made the motion to approve the minutes. Ben Ly seconded the motion. Yes 5, No 0, Abstain 0
2. Treasurer's Report: David Neel gave the Treasurer's Report for August. Total Revenues for the month were at \$91K. OTMD funds came in at \$1800 under projections. Total Brand Management was \$43K. Some sponsorships were paid early but will even out over the year. Total Office & Administration expenses were at \$18K. Year to Date Total Revenues were at \$176K. Brand Management for the year was at \$176K and Total Office & Administration at \$46K. At the end of August there was \$422K in the bank. Dolores Licon made the motion to approve the Treasurer's Reports. Ashley seconded the motion. Yes 5, No 0, Abstain 0
Julie noted that there are still ARPA funds allocated for film and Visitor Guide distribution through Certified Folder Display that will be spent throughout the rest of the fiscal year.

INFORMATIONAL ITEM:

President/CEO: Julie and Brittney just returned from the Annual CalTravel Summit in Monterey where Brittney received the Rising Star Award. It was also announced that Julie will be the Awards Chair for next year.

September 4th, Julie and Michelle attended the third and final OTMD hearing for City Council's approval of the OTMD renewal. Civitas is working on the notification letter informing the hotels that it has been renewed. Tuesday October 4th, the entire Visit Oxnard team will be at the City Council meeting for Visit Oxnard's annual report. Ashley is continuing to work on the City contract renewal. That request will go before committee and then to City Council for approval by the end of the calendar year. On December 12 the Wayfinding project will be presented to the Community Services and Public Health Committee to receive their approval to send to the City Council on January 16, 2024. Once approval is received, the RFP process and implementation of

our city-wide wayfinding project will begin. Unfortunately, the quote that Merje gave when the project was first discussed has doubled and they are going back through the budget to decide on the signage that is the most pertinent and will make the biggest impact across the City. Then Visit Oxnard will go back to the Stakeholder Committee to create a plan to present on December 12th. The Committee discussed the 4 new hotel properties and possible timelines to begin construction.

Julie informed the Committee of a request from the Oxnard Union High School District to attend our Board Meeting and for Visit Oxnard to provide lunch to discuss the travel and tourism industry. The decision was made to invite them to attend the meeting and stay after to ask questions of the Visit Oxnard team.

The Haven at Whitesails will be closing October 1. The Committee discussed options for filling his board seat if he chooses to resign. Some names that were discussed for possible additions to the Board are Hugo Centeno, Jr. and representatives from Herzog Wine Cellars, DW Drums and the new hotel properties. This item will be on the agenda next month for discussion.

COMMITTEE COMMENTS:

None

Steve Buenger adjourned the meeting without objection at 8:57 a.m.