

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, January 26, 2022
Zoom Meeting**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:02 a.m.

Board members present: Jill Almonia, Millicent Bennett, Gary Blum, Steve Buenger, Joe Cabral, Ashley Golden, Adam Gonzalez, Dolores Licon, Nancy Lindholm, Stacy Miller, Kim Recharte and Toby Valdez

Board members absent: Tony Dybeku, Bryan MacDonald, Marilyn Miller and David Neel

Also in attendance: Julie Mino, President CEO; Michelle Flippo, Brittney Hendricks and Lauren Bennett, Visit Oxnard staff members

Public in attendance: Elizabeth Maxim Melgoza, Visit Oxnard's Public Relations contractor, Jeannette Sutherland and Brian Tucker w/ Ventura County Coast

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The November 17, 2021, Board meeting minutes were reviewed and considered for approval. Joe Cabral made the motion to approve the minutes. Stacy Miller seconded the motion. Yes 10, No 0, Abstain 0 (Jill Almonia and Millicent Bennett had not yet joined the call)
2. Treasurer's Report: Toby gave the Treasurer's Report for November and December. Revenues in November were \$84K. Some of the budgeted items we spoke about last year that had not been invoiced yet have now been paid so those line items will show as over budget for the month. Total Expenditures were \$111K. December's Total Revenues were \$79K. Total Expenditures were \$75K. The Year-to-Date Total Revenues at the end of December are \$546K. The PPP loan is still showing a revenue of \$58K. Year-to-Date Net Revenues are \$93K. We have \$497K in the bank at the end of December. Stacy made the motion to approve the Treasurer's Report. Nancy Lindholm seconded the motion. Yes 12, No 0, Abstain 0

INFORMATIONAL ITEM:

1. President/CEO Report – Julie informed the Board that Visit Oxnard has hired a new accounting firm, CFO by Design, which specializes in Destination Management Organization budgets. We received a Gold Marcom Award for our Visit Oxnard press kit. Julie highlighted some achievements by the Visit Oxnard team. The General Board has two members that will be terming off at the end of June. Julie requested the Board to contact Julie or the Nominating Committee if they have any recommendations to fill those positions.

Michelle demonstrated a new feature on VisitOxnard.com that will allow visitors to be linked to a restaurant's menu from their individual restaurant listing on the site.

New collateral has been created to hand out on site for the Gordon Research Conferences group that is coming to Oxnard, and Visit Oxnard will be printing this collateral and making it available to our hotels and other partners in the meantime.

This year, in place of our annual Oxnard Restaurant Week, we will be rolling out the Visit Oxnard Restaurant Pass. Partners do not have to pay to participate and neither do users. It is a gamified approach where users can win Visit Oxnard promotional merchandise after checking into different tiers of restaurants. Some restaurants are offering discounts, but it is not required.

American Junior Golf Association will be coming in February with 78 golfers and parents attending. They chose Courtyard by Marriott as their host hotel.

She presented the highlighted results from several of our Visit California and Ventura County Coast co-ops including Expedia and other programmatic campaigns.

She detailed the work that Torchlight Marketing has done to optimize several blogs and pages on the website and discussed the results of the efforts.

Brittney presented the November and December Website Traffic Reports, and traffic was up in all areas.

Brittney introduced Elizabeth Maxim Melgoza, Visit Oxnard's Public Relations contractor. She presented the PR endeavors over the last 7 months since she was hired. She coordinated visits from 8 journalists on assignments that resulted in 31 placements across national, regional and local outlets. She attended the Fall 2021 Visit California Media Reception. She showed slides of several media offerings that Visit Oxnard was highlighted in.

Lauren Bennett presented our contributions to the Visit California Stories project.

She presented the results of our Annual 12 Days of Giveaways social media campaign that took place in December, including an addition of 500 subscribers to our monthly Enewsletter list.

She talked about the Oxnard dedicated Visit California Enewsletter that was sent to 194K Visit California e-subscribers and received a 33% open rate, which is the second highest rate that Visit California has seen.

She showed the top social media posts for the months of the November and December.

Julie explained the data on December's STR Report.

The next General Board meeting will be a Zoom call on February 23 at 9:00 a.m.

BOARD COMMENTS:

Brian Tucker, Ventura County Coast – Governor Newsom is proposing another \$45 million to go to Visit California to promote travel and tourism in California to speed up recovery. Leisure and Hospitality jobs were up for the month of the December in Ventura County. VCC and Visit Oxnard are working together on 5 different co-op programs. The X-games are back in talks with possibilities of coming to Ventura County this summer.

Millicent Bennett, Residence Inn River Ridge – The property reached record numbers in December.

Gary Blum, Heritage Square, Downtown Oxnard – Holiday Events were well attended. 618 tickets were sold for Holly Trolley Tours. Tree Lighting event was the largest that they have ever done. Wedding season has begun at Heritage Square. New museum brochures have been created. La Dolce Vita is remodeling and will be closed every other day. There will be a planning session of the District Identity and Placemaking Committee in early February to focus on plans for the year for Downtown. Food Trucks should hopefully resume in April. They are waiting to hear back on the City's festival comeback funding requests to continue planning for the Oxnard Salsa Festival. The non-profit part of the PACC has received some funding through various grant programs.

Ashley Golden, City of Oxnard City Manager's Office – The City put \$200k of their ARPA funding towards a festival comeback grant program. They will be finalizing and notifying their selections this week. The Anderson .Paak concert at College Park was a success, and the organization would like to work with the City again. They have started the Aquatics Center outreach to the community. The ARPA funding agreements with Visit Oxnard have been signed, and the funds should be seen in the next week. Visit Oxnard and the City are working together to use some of those funds to promote filming in Oxnard.

Stacy Miller, Stacy Miller Public Relations – commented about the letter to the editor in the VC Star referencing Visit Oxnard.

Toby Valdez, Embassy Suites Mandalay Beach – Construction is tearing down the lobby, meeting rooms and restaurants. They have an opportunity to bring 60 meeting planners to their facility through Smart Meetings in November.

Jill Almonia, The Collection – had a very successful holiday season. Their Letters to Santa program sent out over 500 letters. Several new tenants opening and coming soon including Salons by JC, PizzaMan Dan's, Claire's, Pandora, Two Hands Corn Dogs, King & Queen's Cantina and Devil & Angels Desserts. Fall Concerts will be returning.

Nancy Lindholm – They are focused on some legislative measures that may be coming, one that could greatly impact small restaurants. Their annual meeting has been postponed. They may possibly move forward with a hybrid meeting by the end of February or beginning of March.

Steve Buenger adjourned the meeting without objection at 10:12 a.m.