

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
Wednesday, January 27, 2021  
Zoom Meeting**

MINUTES

CALL TO ORDER:

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

Board members present: Millicent Bennett, Gary Blum, Steve Buenger, Joe Cabral, Tony Dybeku, Ashley Golden, Adam Gonzalez, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Stacy Miller, Michael Pynn, Kim Recharte, Patty Tewes and Kip Turner

Board members absent: Toby Valdez

Also in attendance: Julie Mino, President CEO; Michelle Flippo, Courtney Freeman and Brittney Hendricks, Visit Oxnard staff members; Brian Tucker, Board advisor

Public in attendance: Jeanette Sutherland with Ventura County Coast

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The November 18, 2020, board meeting minutes were reviewed and considered for approval. Nancy Lindholm made the motion to approve the minutes with the following change to the Financial Report: change "Tradeshow Budget" to "Tradeshow Expense." Bryan MacDonald seconded the motion. Yes 15, No 0, Abstain 0 (Millicent Bennett had not joined the call yet.)
2. Treasurer's Report: Steve Buenger presented the November and December Treasurer's report. The consolidated balance sheet for November shows \$194K in the bank. Liabilities and Equities page shows the deferred revenue which is the accruing of the City funding. On the consolidated P&L, the OTMD funds received were higher than budgeted. The "Tradeshows and Conferences" line item was higher than budgeted due to attendance at virtual trades shows. "Digital and Online Marketing," "Video and Photography" and "Website Services" line items were higher than budgeted due to timing of invoices being paid. We ended the month of November with a revenue of \$309 instead of a loss. The Balance Sheet for December shows again the OTMD funds received were higher than budgeted. It also includes the second installment of City funds. December net revenue is \$101k instead of a loss of \$32k. Ashley Golden made the motion to approve the financials. Marilyn Miller seconded. Yes 16, No 0, Abstain 0.
3. Mid-Year Budget Approval: Julie presented the mid-year budget that is included in the meeting packet. It is a conservative budget because of the current circumstances. OTMD funds came in higher than we had projected, but we will continue to project conservatively for the rest of the fiscal year. "Concept & Creative", "Print Ads" and "Digital and Online Marketing" line items are lower than originally budgeted since we have pivoted most of our marketing efforts, many of which have been brought in house. We have paused all print ads until the end of the year. We

have also paused all employee raises we have a better understanding of projected income. The “Admin and Operations” budget is projected to come in under \$65k from original. Another higher expense is for “Office Equipment” since team members need new computers. We plan on ending the year with a \$106k rollover. Marilyn made the motion to approve the Mid-Year Budget. Stacy Miller seconded. Yes 16, No 0, Abstain 0.

#### INFORMATIONAL ITEM:

1. President/CEO Report –

Brittney and Julie have been continuing with the transition plan, which included many trainings, calls and meetings. They worked together on the Mid-Year Budget and annual reviews of employees.

We have been able to terminate our office lease. We have put all office items into storage while the team continues to work from home until the current situation changes. Steve has offered a small area for the printer, postage machine and area for the team to use when needed free of charge.

Visit Oxnard hosted the “12 Days of Giveaways” campaign during the holidays. We recently hosted “Oxnard Restaurant Week” in partnership w/ Rico and Mambo from Q95.9FM. January 26<sup>th</sup>, we are promoting “National Plan for Vacation Day” in partnership with U.S. Travel with an Oxnard vacation package giveaway.

Courtney and Brittney both joined new committees with Destinations International.

California Brown Act has been updated. VCC will be hosting a training for all 4 cities. Julie asked all board members to attend. If they are unable to attend, a recording will be provided.

Julie reviewed the Visit Oxnard “Recovery Messaging Strategy” from our Marketing Plan Addendum FY 20/21.

Julie congratulated Nancy Lindholm for her 11<sup>th</sup> year of receiving the President’s Circle Award from Cal Chamber.

Brittney showed some of the holiday ads that were placed including the Highway 101 billboard and some digital billboards at The Collection.

She discussed the results of our Expedia Co-op with Visit California including 2,200 room nights booked.

She highlighted the Visit California pick-up featuring Christmas Tree Lane and Downtown Oxnard’s virtual tree lighting.

She showed new pages on our website: “Landmarks and Historical Places” and “Music Culture.” Brittney worked with Verdin Marketing to create a media press kit, and it is available for download on our website at [VisitOxnard.com/media](http://VisitOxnard.com/media).

She presented our new beaches reel for our website.

Oxnard Restaurant Week has just completed. We partnered with Rico and Mambo at no cost to us to promote this week. We will report the results next month. She played the radio and digital marketing spots.

Visit Oxnard has a partnership with Central Coast Tourism Council, and we have a placement in their Central Coast map. The map won an award in 2020 for Best Brochure Award in International Design.

She presented the results from the Growing Stronger Together Campaign with VCC for November. We paused that campaign during the month of December.

She showed the Website Traffic Reports for November and December.

Courtney gave an update on VCC’s presentation to Visit California for their Third Thursdays.

Because of the current situation, VCC presented a filmed program that was both live and pre-recorded. Courtney showed the interview that was presented of Mike Lamm with Channel Islands Kayak Center.

She highlighted the “Future of Hospitality” session she attended at the Phocuswright Conference.

She presented the results of our Visit Oxnard “12 Days of Giveaways” contest, which featured 23 partners with a total of 1,260 entries.

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

Julie presented the STR reports for November and December, which is included in the packet.

#### BOARD COMMENTS:

Stacy Miller – Thanked the staff for the holiday gift.

Millicent Bennett – Thanked the team for their efforts.

Gary Blum – Thank the City for help with Christmas Tree Lane. The Oxnard Downtowners have a meeting scheduled next week to discuss how to move forward this year with the Oxnard Salsa Festival.

Joe Cabral – Thanked the staff for their work

Tony Dybeku – Happy new year to everyone. He hopes to have some news in February about the opening of Waterside Restaurant.

Dolores Licon – Happy to be a part of this team.

Bryan MacDonald – Happy New Year. Encouraged the board to wear a mask and social distance.

Marilyn Miller – Thanked the staff for the work on the budget. Harbor Department will host a public visioning workshop tomorrow night at 6:00 pm to present the visioning plan. You do need to register. The Harbor Department and the Habitat for Hollywood Beach joined forces over the holidays to donate over 2,200 toys and 5,000 pounds of non-perishables.

Adam Gonzalez – Praised the social media team and the engagement during Oxnard Restaurant Week.

Brian Tucker – Put the link in the chat function of the meeting for the full program for Visit California’s Third Thursday. STR results that are out showed the worst year on record for hotel measurements, but the 4 areas cities are outperforming the national, state and own forecasts.

Steve Buenger adjourned the meeting without objection at 10:07 a.m.