

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, October 22, 2025
Hilton Garden Inn**

MINUTES

CALL TO ORDER:

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

Board members present: Kristina Brewer, Steve Buenger, Julie Buffo, Joe Cabral, John Campbell, Hugo Centeno, Erik Collay, Andi Conli, Ashley Golden, Randy Latimer, Mark Spellman, Gabe Teran and Marissa Vanderwyck

Board members absent: Juliana Finberg, Glenda Rivera and Michael Tripp

Also in attendance: Brittney Hendricks, President/CEO, Michelle Flippo, Daniel Cabrera, Elizabeth Maxim Melgoza and Visit Oxnard staff members

Public in attendance: Brian Tucker w/Ventura County Coast and Tom Lavacarre w/Zachari Dunes on Mandalay Beach

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: August 27, 2025, Board meeting minutes were reviewed and considered for approval. Kristina Brewer made the motion to approve the minutes. Julie Buffo seconded the motion. Yes 12, No 0, Abstain 0 (Mark had not yet joined the meeting)
2. Treasurer's Report: Brittney Hendricks gave the Treasurer's Report for August and September. Total Revenue for August was \$122.1K. Brand Management expenses were \$90.5K. Office and Admin expenses were \$19.4K. Total Revenue for September was \$157K. Brand Management expenses were \$62.7K. Office and Admin expenses were \$19.8K. Year-to-date Total Revenue was \$389K with Brand Management expenditures at \$259.5K and Office & Admin expenses at \$63.8K. At the end of the month, cash on hand plus receivables and pre-paid expenses were \$591.3K. John Campbell made the motion to approve the Treasurer's Report. Joe Cabral seconded the motion. Yes 12, No 0, Abstain 0 (Mark had not yet joined the meeting)

INFORMATIONAL ITEM:

President/CEO Report: Brittney shared that Visit Oxnard's Annual Report was presented to the Oxnard City Council the previous evening with excellent feedback from councilmembers and the City Manager. Printed copies of the Corporation Annual Report were provided for all Board members.

She attended a meeting with Andy Conli and Brian Tucker at Oxnard College with Dr. Gonzalez to explore opportunities for hosting professional soccer teams during their training season. She also attended the Camarillo Air Show and congratulated Eric and Sophia on their ribbon cutting, noting Visit Oxnard's presence. She also was part of a site tour of the upcoming SpringHill Suites and highlighted Georgia Southern's practices held at Staybridge Suites.

Brittney attended the CalTravel Summit, where she served on a Civitas panel alongside CEOs from Visit Anaheim and the San Diego Zoo. She shared updates on Visit Oxnard's 20% fund requests to Ventura County Coast including upcoming features in SoCal Life Magazine, VC Star's online platform, editorial with Adventure Sports Journal and Spanish-language editorial partnerships with Vivehoy Magazine. She also reminded attendees of the upcoming Visitor Guide Launch Party to be hosted at Sespe Creek Distillery.

Michelle reported on the HPN Global Conference and participating in a pre-conference Destination Showcase where Visit Oxnard connected with planners and industry partners. She described HPN as a relationship-driven organization that values long-term partnerships. She was also able to go to their headquarters to present Oxnard to their sourcing team.

She also attended IMEX in Las Vegas to evaluate potential future participation and reconnected with planners and destination partners. Additionally, she and Brittney attended Destinations California in San Diego, meeting one-on-one with 21 meeting planners to showcase Oxnard's offerings. Planners represented a wide variety of industries, including trucking, technology, conservation and corporate retreats. Several expressed interest in family-friendly destinations and Oxnard's unique coastal experiences.

Michelle also reported on her participation in the Oxnard Leadership Program, local events such as the Chowder Fest and WVCBA mixer.

Daniel presented the August and September website and social media performance highlights. Paid campaigns drove over 41,000 visits to the Visit Oxnard website with a 37% engagement rate. Social media reach remained strong, with top posts including Dallas Cowboys Training Camp, Banana Festival and Fiestas Patrias.

He shared outcomes from the local influencer campaign, which produced 73 pieces of content highlighting Oxnard hotels and attractions. Giveaways for IchigoCon and Panteon Fest resulted in over 800 new social followers. Daniel also previewed the new wayfinding promo video scheduled for release in early November and shared recent advertising placements in VC Star and Vivehoy magazine.

Elizabeth shared updates on Visit Oxnard's earned media coverage, including a CBS LA feature on Oxnard's boxing culture and a Pacific Coast Business Times story highlighting hotel developments. She noted upcoming press opportunities with NBC's 'California Live,' Fox 5 New York, and BBC, as well as holiday story placements. She encouraged board members to share event photos and experiences for upcoming media pitches.

Michelle reviewed Oxnard's August and September hotel performance. In August, occupancy averaged 76.8%, slightly below the Ventura County average but well above the statewide figure. The average daily rate (ADR) was \$212, with RevPAR at \$163, maintaining Oxnard's position as one of the county's strongest markets. September occupancy was 75%, two points higher than Ventura County and seven points higher than the California average. Year-to-date ADR stood at \$188, and RevPAR remained robust at \$145.

Next Board meeting will be October 22nd at Hilton Garden Inn.

Board Comments:

Gabe Teran w/Oxnard City Council – discussed new state legislation on e-bike safety and small business tenant protections.

Andy Conli w/Ventura County Business Alliance – Military Appreciation Dinner will be rescheduled for January. The ribbon cutting for Staybridge Suites is scheduled for November 13. December 4th will be the first combined Oxnard and Camarillo Business Awards ceremony. Mark Spellman will be awarded Businessperson of the Year. Applications for next year's Oxnard Leadership Program are being accepted until October 31st.

Tom Lavaccare w/Zachari Dunes on Mandalay Beach – shared updates on recent film projects and the success of community programs such as Makers Market.

Hugo Centeno w/Churro Champ – Added a few more employees and another van. They hit a record with 12 events in one day.

John Campbell w/Sespe Creek Distillery – Tasting Room is 95% complete. They are hoping for a soft opening in December and a full opening in January. He recently visited Texas to launch some new distribution points and gave out some Oxnard items when in Dallas.

Mark Spellman w/Lazer Media – Lazer Media hosted Fiestas Patrias but unable to have the parade due to the threat of ICE. The Oxnard Ambassadors Golf Tournament was a fundraising success, and tomorrow is the OPD Trunk & Treat.

Brian Tucker w/ Ventura County Coast – Channel Islands National Park is still open during the Government shut-down, due to efforts by Island Packers. He highlighted the various sports activities for Oxnard including, Dallas Cowboys, Georgia Southern and PAL Boxing.

Randy Latimer w/Medallion Protective Services – Banana Festival had a record 14K attendees. Paak House will be back next year.

Erik Collay w/TownePlace Suites – SpringHill Suites parking lot is finished and working with Santa Barbara Airbus for a possible pick-up stop. Marriott approved the roof top bar concept.

Marissa Vanderwyck w/Staybridge Suites Oxnard River Ridge – reported on the success of hosting Georgia Southern University for their training camp and invited everyone to the November 13 ribbon cutting.

Ashley Golden w/Oxnard City Manager's Office – shared updates on upcoming department workshops, including public works and capital improvement planning. She also reported that the Heritage Square Property Owners Association is seeking professional event management for upcoming events.

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

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