

Oxnard Convention & Visitors Bureau  
General Board Minutes  
Wednesday, October 23, 2019  
The Waterside Restaurant  
3500 Harbor Blvd, Oxnard, CA 93035

MINUTES

CALL TO ORDER:

Chairperson Joe Cabral called the meeting to order at 9:18 a.m.

Board members present: Joe Cabral, Tony Dybeku, Pearl Feist, Ashley Golden, Adam Gonzalez, Louis Haslett, Otto Kanny, Nancy Lindholm, Marilyn Miller, Stacy Miller, Kim Recharte and Patty Tewes

Board members absent: Dolores Licon, Bryan MacDonald, Michael Pynn, Kip Turner and Robert Wagner

Also in attendance: Julie Mino, President CEO; Michelle Flippo, Courtney Freeman and Brittney Hendricks, OCVB staff members; Steve Buenger and Brian Tucker, Board advisors; Jorge Rubio w/Department of Airports, Chelsea Modlin w/Verdin Marketing, Rosie Ornelas w/City of Oxnard

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The September 25, 2019 board meeting minutes were reviewed and considered for approval. Nancy Lindholm made the motion to approve. Otto Kanny seconded the motion. Yes 12, No 0, Abstain 0
2. Treasurer's Report: Nancy Lindholm presented the September 2019 Treasurer's Report. We currently have \$160K in the bank. There is \$39k in accounts receivables which will be reimbursed by Ventura County Coast for money spent for Dallas Cowboys Training Camp. There is also \$84k in accrued revenue which represent OTMD funds. Last month we were over budget for the redesign of the website and branding redesign. We are beginning to catch up due to the timing of the payments. Patty Tewes made the motion to approve the report. Joe Cabral seconded. Yes 12, No 0, Abstain 0.

INFORMATIONAL ITEM:

1. President/CEO report – Julie Mino highlighted meetings attended earlier in October. A list is included in the board packet. Julie has been participating in several planning meetings with Verdin leading up to the launch of our new brand. Julie attended the Visit California Board meeting in Santa Barbara. Tempest, our new web site developers, visited last week. The Visit Oxnard staff gave them a mini-fam trip and they were able to attend our Visitors Guide Launch Party. Some of the upcoming meetings Julie discussed were the Chamber's 2020 planning meeting, Aviation Advisory Committee meeting, VCC Board meeting, Michigan Mobility Institute lecture at Oxnard College and the CCTC Tourism Workshop. We launched our 2020 Visitors Guide which included 63 advertisers, up from 54 last year, and features over 100 local partners. 55,000 guides were printed. We have increased our distribution with Certified Folder and the guides will be in 771 locations throughout California, Arizona and

saturating the Texas market. Last year we were in 450 locations. It will also be distributed throughout Oxnard, Ventura County and our hotel partners.

Last week we held the 2020 Visitors Guide Launch Party. Representatives from Destination Creative Group, the magazine publisher, were there as well as Verdin Marketing, Steel Cut Productions, Churro Champ and many members of the OCVB Board.

To stay consistent with our new brand, Verdin has placed a new skin on our web site while the new site is being created to be launched in the spring of 2020.

Julie showed some of the print ads that were published last month. Canadian Traveler has a 37k print distribution and 20k digital distribution. Canada is our second largest international market. Meetings Today goes out to 55k meeting planners. The Dallas Cowboys Yearbook will be purchased at the stadium by 154k-192k people. She also highlighted the 2019 CCTC map and we are currently working on the 2020 map.

The OCVB Board and the Oxnard Chamber of Commerce will be holding a joint holiday party on Thursday, December 19 at The Waterside Restaurant.

VCC update –Julie discussed September’s STR report included in the packet. She highlighted the Visa Vue information that was presented at VCC’s Tourism Summit. It showed that Oxnard has less visitors than the surrounding cities but more spending. Mexico and Canada are the top international visitors as well as spenders. Julie than showed a video recap of the summit.

Marketing & Advertising Report – Chelsea Modlin presented highlights of what they have been doing for Visit Oxnard. They have been working on the rebranding, the new skin for the website new Enewsletter template, and launching the new brand. In the area of advertising, they created two digital video ads as well as ads for Cvent and the LED board at The Collection. She also handed out the 19-20 Marketing Plan. She discussed the web statistics that still do not include any advertising. We will see a jump in these statistics at the new board meeting after the ads we will be placing in October. Chelsea also highlighted the most popular Facebook and Instagram posts for September. Brittney Hendricks discussed how Visit Oxnard is now utilizing Pinterest in the social media market. She has also created an Oxnard Spotify play list.

Julie asked the board to take some of the 2020 Visitor Guides back to their businesses.

#### BOARD COMMENTS:

Marilyn Miller – praised the Visitors Guide – “Best one I’ve ever seen”

Steve Buenger – complimented Brian Tucker on the VCC Summit and he also really enjoyed the Launch party.

Louis Haslett – just recently moved to Oxnard from Seattle and he is impressed with the number of high-level projects we are doing on a small budget.

Adam Gonzalez – Visit Oxnard’s efforts are first class – He received a phone call from an ex-Atlanta Braves baseball player who is really impressed with what is going on in Oxnard.

Nancy Lindholm – November 15<sup>th</sup> is the Chamber’s Oxnard Business Outlook luncheon at the Tower Club.

Kim Recharte – agrees with everyone’s opinion on the guide and it helps increase the pride in Oxnard.

Jorge Rubio – the Department of Airports will be conducting a study to find out what airports the people of Ventura County are using and where are they flying. This will help them when they are in talks with the airlines.

Tony Dybeku – appreciates the work Visit Oxnard and Ventura County Coast do and the information it provides to the local businesses and he loves the new look. He would love to share the new 15 second videos.

Ashley Golden – There will be a special meeting of the City Council on November 7<sup>th</sup> to discuss the current Fisherman’s Wharf’s project. Short term rental regulations will come before City Council on November 5<sup>th</sup>. The National Pal Boxing Tournament will be in Oxnard November 1-9,

Pearl Feist – feels the Marketing Plan is very important to keep us on track.

Brian Tucker – VCC’s marketing plan is online that goes along w/Oxnard’s marketing plan. He updated the Board on the hotel photo/video showcase project. Embassy Suites and Best Western Oxnard Inn are finished. Courtyard by Marriott and Palace Inn are in the editing process. Yesterday they filmed the Flamingo Hotel. VCC is filming hotel properties that fund VCC.

Patty Tewes – the more she sees the logo the more she likes it.

Joe Cabral – thanked Tony for hosting the meeting today. Is also happy to see the collaboration between all the cities and Visit Oxnard and VCC.

Joe Cabral adjourned the meeting without objection at 10:23 a.m.