

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
Wednesday, October 25, 2023  
Best Western Oxnard Inn**

MINUTES

CALL TO ORDER:

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

Board members present: Kristina Brewer, Steve Buenger, Joe Cabral, Tony Dybeku, Juliana Finberg, Dolores Licon, Nancy Lindholm, Bryan MacDonald, David Neel, Mark Spellman and Michael Tripp

Board members absent: Millicent Bennett, Ashley Golden, Adam Gonzalez, Hutton John, Ben Ly and Stacy Miller

Also in attendance: Julie Buffo, President/CEO; Brittney Hendricks, Michelle Flippo and Daniel Cabrera, Visit Oxnard staff members, Elizabeth Maxim-Melgoza, PR Director for Visit Oxnard

Public in attendance: Brian Tucker with Ventura County Coast

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The August 23, 2023, Board meeting minutes were reviewed and considered for approval. Bryan MacDonald made the motion to approve the minutes. Mark Spellman seconded the motion. Yes 10, No 0, Abstain 0 (Nancy Lindholm not present yet)
2. Treasurer's Report: David Neel gave the Treasurer's Report for August and September. August's Total Revenues were \$91K, \$2K under budget due to a decrease in projected OTMD funds. Brand Management was at \$43K and Office/Admin was \$18K for the month. Total Revenue for September was \$118K. OTMD funds were higher than projected. Brand Management was \$64K and Total Office and Admin was \$22.8K. Year to Date Total Revenue was \$295K. Total Brand Management was \$240K and Total Office and Admin was \$69K. Total in the bank at the end of September was \$483.5K including receivables. Mark made the motion to approve the Treasurer's Report. Kristina Brewer seconded the motion. Yes 11, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: An Ad Hoc Committee is being formed to search for prospective new board members. Kristina volunteered to join the Committee.

The OTMD renewal was approved on September 5<sup>th</sup> and the Visit Oxnard Annual Report was presented to City Council at the October 3rd City Council Meeting. The Wayfinding Program and City contract renewal goes to committee on December 12<sup>th</sup> and then it will be presented to the full Council on January 16<sup>th</sup>. Julie asked for support from Board members by attending the January meeting. She highlighted the items presented to the Council from the Annual Report.

Julie and Brittney attended the Cal Travel Annual Summit. Caroline Beteta, the President/CEO of Visit California, used Visit Oxnard's creative when discussing international leveraged media. Julie will be the awards chair for the 2024 Cal Travel Summit. Brittney received the Rising Star Award. Julie showed the



video highlighting Brittney's accomplishments.

The Launch party for the new Oxnard Visitors Guide is tonight at Wagon Wheel Brewing Company at 4 pm. and the new guide will be unveiled. We have 125 confirmed guests, including several Council Members, Board of Supervisors and City staff.

Michelle informed the Board that cases of the new guides were available and to let her know if they would like any.

She highlighted the WVCBA's Military Appreciation Dinner that Julie and she attended. Visit Oxnard was the gifting sponsor.

She discussed Destination California; a meeting show she attended in San Diego last month where she had 21 one-on-one appointments with meeting planners. She will be attending two shows in November and another in December. One representing Oxnard with meeting planners. She will also be attending NTA's Travel Exchange representing VCC in the National Parks Pavilion.

Brittney presented Visit Oxnard's 23-24 Marketing Plan and highlighted some of the areas entailed in the plan. She discussed the phases of the Wayfinding Project..

She presented the new seasonal website page for fall. She showed the new artwork for the LED billboard ads at The Collection. We have shifted 80% of the spend with Madden Media to seasonal placements that lead back to our seasonal landing page.

During Hispanic Heritage Month we ran a leverage media campaign in partnership with Brand USA and Visit California with ads translated in Spanish and served internationally in Mexico. Brand USA and Visit California combined matched the funding for the campaign at 45%.

Elizabeth presented the inclusion of Oxnard on Visit California's Media page under the Best Beaches for Surfing. Fiestas Patrias was also included on Visit California's main web page under September Events. Press trips in August and September included Matador Network, in partnership with Zachari Dunes, and The National Park Travelers. She highlighted the many media visits including Ed Condran with The Spokesman-Review in Washington and Natalie Compagno working with Visit California and Seattle Magazine, Lisa Kadane with The Vancouver Sun and David Dickstein for several California publications. Zachari Dunes and Visit Oxnard partnered to bring out 5 journalists from various types of publications. We are in the process of working on a segment with KTLA for the Tamale Festival. We are looking for 4 vendors willing to go to LA to film the segment.

Daniel showed the top social media posts for August and September. He highlighted the social media giveaway campaign with Bougie Beach for California Surf Day. He showed images from several local events he had attended. September was California Wine Month and our local wineries were promoted on Visit California Localhood platform. California surf day, dog-friendly things to do and Halloween and fall events stories were also pushed on the platform. He showed some of the images from the Parade of Frights photo shoot. He is also working on 8 placements for paid media.

Julie presented the STR report. September's ADR(Average Daily Rate) was \$191, highest in the County and 3.3% higher than last year. Occupancy was at 68%, about the same as last year. RevPar (Revenue per available room) was \$132.

The next Board meeting will be on December 13, 2023, at Hilton Garden Inn.

#### Committee Comments:

Nancy Lindholm/Ventura County Business Alliance – They are downsizing their offices and will be moving to an office building off Rice, close to Hilton Garden Inn/Homewood Suites.

Michael Tripp/Ventura County Harbor Department – Parade of Frights is Saturday. The Scarlett Belle will be participating this year as well as the Coast Guard with a 45-foot vessel. He updated the Board on the



progress with Karl's Farms at Fisherman's Wharf. They are supposed to present the Harbor with a site plan in a couple of weeks.

Brian Tucker/Ventura County Coast – They have a robust Trade show calendar that Michelle is included in. He highlighted some additional economic impact numbers. They are working with Tourism Economics and should receive their next two-year forecasting report soon.

Bryan MacDonald – Daniel Chavez, the chairman of the planning commission has resigned and plans to run for City Council next year. Bryan will not be running next year.

Mark Spellman/Lazer media – working on possibly hosting a Cinco De Mayo event in South Oxnard.

David Neel/Auto Museum – a remote-control car club rented the museum for the day, and it was so successful they would like to return next year. Muscles and Mojo every third Sunday of the month at the museum.

Dolores Licon/Homewood Suites – Homewood will start renovations in a couple of months. The project will be in phases and should take 6 months.

Kristina Brewer/ RE/MAX Gold Coast Property Management– 3<sup>rd</sup> quarter for vacation rentals preformed well but stays are shorter, and bookings are being made last minute.

Juliana Finberg/The Collection – Holiday events start November 1<sup>st</sup>, and the Tree Lighting Ceremony will be November 15<sup>th</sup> followed by many holiday events.

Tony Dybeku/Honeycup/Waterside Restaurant - The Wagon Wheel location is working on programs to be in the community more starting with delivery service.

Steve adjourned the meeting without objection at 10:02 a.m.