

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
\*\*Wednesday, November 17, 2021\*\*  
Zoom Meeting**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:00 a.m.

Board members present: Millicent Bennett, Gary Blum, Steve Buenger, Joe Cabral, Tony Dybeku, Ashley Golden, Adam Gonzalez, Dolores Licon, Bryan MacDonald, Stacy Miller, David Neel, Kim Recharte and Toby Valdez

Board members absent: Jill Almonia, Nancy Lindholm and Marilyn Miller

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

Public in attendance: David Lion, Jeannette Sutherland and Brian Tucker w/Ventura County Coast and Chief Alex Hamilton, w/City of Oxnard Fire Department

PUBLIC COMMENT: Chief Alexander Hamilton presented the Oxnard Fire Department's 5-year Strategic Plan

ACTION ITEMS:

1. Approval of Minutes: The October 27, 2021, Board meeting minutes were reviewed and considered for approval. David Neel made the motion to approve the minutes. Toby Valdez seconded the motion. Yes 13, No 0, Abstain 0
  
2. Treasurer's Report: Toby Valdez gave the Treasurer's Report for October. For the month of October, the Total Revenue was \$93K. Several budgeted expenses have been deferred to later in the year. Total Expenses equaled \$67K. Year-to-date financials show Total Revenues at \$382K, and Net Operating Revenue is \$63K. At the end of October, we had \$595K in the bank. Dolores Licon made the motion to approve the Financial Report for October. Ashley Golden seconded. Yes 13, No 0, Abstain 0

INFORMATIONAL ITEM:

1. President/CEO Report – Visit Oxnard was an awardee sponsor for the WVCBA's Military Appreciation Dinner. Brittney, Michelle and Lauren attended the function representing Visit Oxnard.  
The decision was made to continue with in-person Visit Oxnard Board Meetings once the mask mandate has been lifted in Ventura County. Michelle will inform the Board once the decision has been made each month.  
Brittney attended the Groundbreaking Ceremony for the Tru by Hilton hotel opening soon in Oxnard. It will be the first black-owned hotel in Ventura County.  
Gordon Research Conferences will be holding a 20-week conference at Residence Inn at River Ridge starting in January. They are projected to bring in a large amount of room revenue and TOT assessment.

The Collection has some new businesses open and opening soon including Red Door Escape Room, Bowlero, Salons by JC and Pizza Man Dan's.

Brittney showed a group shot of the participants of our Fall Campaign. The campaign is being created by The Journal of Lost Time and will be ready to show at the next Board meeting.

Brittney presented some of the images we were able to capture in partnership with Downtown Oxnard of the Dia de los Muertos event.

The Expedia Campaign co-op with Visit California launched on November 1. Visit California is offering a 50% match, and Expedia is offering a 1-1 media match. Creative elements of this campaign were shared.

November 1st also saw the kickoff of our programmatic advertising with Ventura County Coast. She presented the "Travel Matters" page updates on our website.

She displayed the seasonal ads that are currently being shown on The Collection's LED board. The static billboard on Hwy. 101 will go live December 13 through January 10.

We have started a new giveaway program to grow our newsletter subscriber list. We gained 91 subscribers as a result of the giveaway announcement on social media, and we have gained 500 subscribers since the giveaway completed.

She teased a new program that will roll out starting with Oxnard Restaurant Week in January.

She highlighted some recent public relations pick-ups, including a feature in LA Travel Magazine, a social video on Tastemade Travel and an on-air interview callout on The Mambo in the Morning Show on Q95.9fm. She also recapped our PR contractor's attendance at Visit California's LA Media Reception.

She discussed the Web Traffic Statistics for the month.

Lauren presented some media partnerships with Visit California including a dedicated newsletter that went out to 180,000 subscribers and our participation in the California Now Travel Stories network, where Visit Oxnard was the top performer for the entire network in the month of October.

She highlighted the partners we will be promoting for this year's 12 Days of Giveaways.

She informed the Board of the opportunities we have for promoting Oxnard with the Santa to the Sea race.

She showed the top social media posts for October.

The STR report is not out yet since the Board meeting was a week early.

#### BOARD COMMENTS:

Millicent Bennett – They are preparing for Gordon Research Conferences coming to Oxnard. It will bring in approximately 100 people per week.

Gary Blum – The Food Truck event relaunched in November and will return in December with the Plaza Park Tree Lighting Ceremony. The Christmas Parade will be December 4. The theme is "A Superhero Christmas." Christmas Tree Lane will open December 12.

David Neel – This Sunday, the Murphy Auto Museum is hosting their Muscles and Mojo event with coffee and donuts. In December, it will be held on December 19<sup>th</sup>. He offered to lend a convertible to Gary for use in the Christmas Parade.

Toby Valdez – Construction continues on the guest rooms. Next month, the lobby and restaurant will be out of commission. In January, work will commence on the pool and food truck zone.

Ashley Golden – The City will be receiving ARPA Funds on December 7. Contracts and distribution of the funds will happen thereafter. The application process for the Comeback Festival Grant was announced yesterday. City Staff received approval for funds for improvements at River Ridge Golf Club to create an event space. They received partial funding for adding bleachers and a stage area at the River Ridge

Playing Fields. They also received \$1M in support of permanent outdoor dining areas, and restaurants can apply for funds. The City of Oxnard is hosting a job fair this Friday at Oxnard College.

Brian Tucker – VCC has added a new team member, David Lion who recently worked at Steel Cut Productions. Their tradeshow program is back in the works. They are creating a direct booking engine for Santa to the Sea. He is expecting their 18-month lodging forecast this week. They are also working on an updated Travel Impact Report. They worked with an influencer called “The Best Drink Ever” at The Waterside Bar & Restaurant.

Steve Buenger adjourned the meeting without objection at 10:09 a.m.