

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, November 18, 2020
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, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Stacy Miller, Michael Pynn, Kim Recharte, Patty Tewes and Toby Valdez

Board members absent: Adam Gonzalez and Kip Turner

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

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The October 28, 2020 board meeting minutes were reviewed and considered for approval. Bryan MacDonald made the motion to approve the minutes. Marilyn Miller seconded the motion. Yes 13, No 0, Abstain 0 (Gary Blum and Ashley Golden were not on the call yet)
2. Treasurer's Report: Steve Buenger presented the October Treasurer's report. The Balance Sheet shows we have \$282K in the bank. We are currently over budget on our OTMD collections by \$73K. The Tradeshow expense is slightly less than budgeted. Postage is over budget since we are mailing more guides out than expected due to COVID. Digital online marketing and website services and support are under budget due to timing differences. Net revenues are at \$89K verses a budgeted -\$32K. Health insurance is lower than budgeted since Brittney opted out of health insurance for 20/21. We have a net revenue of \$33K. Nancy Lindholm made the motion to approve the financials. Stacy Miller seconded. Yes 14, No 0, Abstain 0. (Gary Blum was not on the call yet)

INFORMATIONAL ITEM:

President/CEO Report –Julie discussed the new California Travel Advisory and that Ventura County has moved to purple tier which is tough on many of our businesses. She reviewed the Recovery Strategy that the board approved in April. The team is currently still at Phase 1 which is marketing to local and in-state only. The team will continue with responsible messaging. Visit Oxnard participated in the Annual Military Appreciation event which was virtual this year. Visit Oxnard has been an Awardee sponsor since 2014. Julie played the video of Visit Oxnard's part of the program. Brittney Hendricks presented the updated results from our campaign in partnership with Expedia and Visit California. We have had 2,013 room nights booked so far. The Stronger Together

Campaign was renewed for the month of October and she shared those results with the board. She also highlighted some of our new blogs including A Guide to Boating, Experience “Boxnard” and Strange & Unusual Travel Experiences.

The Ghosts of the Past event in Heritage Square over Halloween was a big success with more than 300 attendees. Some that came from as far away as San Diego.

Brittney and Courtney participated in The Phocuswright Conference last week. The Innovation Summit part of the conference had a lot of great information for our local hotels and Brittney will send that information out to the Oxnard hoteliers.

She showed the October Website Traffic Report results. Visit Oxnard suspended nearly all paid digital advertising for the month of October. The highest traffic day was October 8th when our Enewsletter was distributed.

Courtney Freeman informed the board that Visit Oxnard received a Stella Award for the Best CVB/ DMO in the Far West Region. She presented the Visit Oxnard page on the Travel and Adventure Show’s website. She showed the latest VCC video projects of Homewood Suites and Hilton Garden Inn.

She also showed our top social media post for Instagram and Facebook. She highlighted our results from the Maliboath giveaway with no ad spend in collaboration with a photobooth company.

Julie presented the STR report. Oxnard is down over last year but we are leading in all areas of the report compared to the rest of the state. Courtney congratulated our hotels on keeping a strong ADR. Many areas are having to lower their ADR to help their occupancy rates.

BOARD COMMENTS:

Steve Buenger – complimented the team and the hotels continuing to represent the Oxnard brand during these difficult times.

Bryan MacDonald – Thanked everyone for their efforts

Nancy Lindholm - the Chamber had their board planning session for 2021 and they discussed how COVID had affect the different industries and what might happen moving forward. The Chamber is asking their large businesses to consider having the county’s mobile COVID testing unit at their facilities.

Michael Pynn – The Collection is experiencing some mixed success with their occupants. Marketing efforts have changed but they are still trying to support tenants. They have signed a couple new deals for tenants to open later next year. They are still moving forward with Bowlero.

Gary Blum – Added to what Brittney said about the Halloween event. Heritage Square has met with the organizers to possibly conduct the event again next year.

Toby Valdez – thanked the Visit Oxnard team and gave them credit for helping with the results on the STR Report.

Stacy Miller – The Oxnard Police Community Foundation has officially launched. It will be a volunteer driven non-profit that will help raise funds for the Oxnard Police Front Line support officers and to help bring the community and Police Department together.

Joe Cabral – Thanked the team for promoting the area during this time

Brian Tucker – VCC has incorporated a direct booking engine on their new website. VCC is working on a Travel Confidently program. They are also working on a project with the California Hotel Lodging Association, Visit Oxnard, regional partners, and Ventura County to help meeting planners throughout the state with some guidelines to follow to be able to conduct meetings safely. VCC, Visit Oxnard and the other cities will be participating in a “Third Thursday” presentation to Visit California. They released a Ventura County Travel Impact report.

Dolores Licon – working hard to make sure guests feel safe and comfortable

Kim Recharte – Downtown restaurants are offering outdoor seating.

Marilyn Miller - The Harbor Department went to their board to get permission to open some additional parking on La Janelle Beach. Approval of the plan from the Coastal Commission is still needed. She has been moved over part time to work on the COVID response team and answering calls from the COVID

hot line.

Tony Dybeku – thanked Brittney for helping him connect with a foodie influencer, Trendi Eats. They are still waiting for permits from the city to start on the repairs at Waterside. They are adjusting to outdoor dining only at Honey Cup.

Patty Tewes – focusing on the well-being of their associates and guests.

Millicent Bennett – Oxnard was featured on KTLA Morning News last Sunday.

Ashley Golden – Council took final action on Short term rentals and now it will go to the Coastal Commission for their approval. Final election results should be concluded by November 20th. The results will be certified at the council meeting on December 15. She gave out Rosie Ornelas, Economic Development Manager's direct phone number for anyone who need answers concerning the new restrictions on businesses.

Steve Buenger adjourned the meeting without objection at 9:58 a.m.