

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
\*\*Wednesday, December 10, 2025\*\*  
Holiday Inn Oxnard**

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 (remotely), Joe Cabral, John Campbell, Hugo Centeno, Erik Collay, Andi Conli, Juliana Finberg, Ashley Golden, Randy Latimer, Mark Spellman, Gabe Teran and Marissa Vanderwyck

Board members absent: Glenda Rivera and Michael Tripp

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

Public in attendance: Kristal Silva w/Ventura County Coast and Ricky Santo w/Holiday Inn Oxnard North

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The Board meeting minutes for October 22, 2025, were reviewed and considered for approval. Mark Spellman made the motion to approve the minutes. Joe Cabral seconded the motion. Yes 14, No 0, Abstain 0
2. Treasurer's Report: Brittney Hendricks gave the Treasurer's Report for October and November. Total Revenue for October was \$154K. Brand Management expenses were \$115.2K. Office and Admin expenses were \$22.4K. Total Revenue for November was \$122.1K. Brand Management expenses were \$116.6K. Office and Admin expenses were \$24.3K. Year-to-date Total Revenue was \$665.2K with Brand Management expenditures at \$492.4K and Office & Admin expenses at \$110.6K. At the end of the month, cash on hand plus receivables and pre-paid expenses were \$518.3K. John Campbell made the motion to approve the Treasurer's Report. Kristina Brewer seconded the motion. Yes 14, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: Brittney thanked Holiday Inn for hosting the meeting and welcomed Juliana back from maternity leave. She acknowledged the success of the Visitor Guide launch event at Sespe Creek Distillery and the wide state and local distribution of the new guide.

She congratulated the Staybridge Suites team for their ribbon cutting and noted the beautifully renovated property.

Visit Oxnard officially kicked off the redevelopment of visitoxnard.com and hosted a multiday vendor summit and familiarization tour with Tempest, Search Party, JNS Next and Torchlight Marketing to ensure agency partners had firsthand experience of Oxnard.

Nino joined a film crew producing promotional content for the Jackalope Block Party livestream in April 2026, including filming adventure sports with SoCal Jet Skis.

Brittney attended the CalTravel Board meeting in Costa Mesa and later joined the WVCBA Business Awards event where Visit Oxnard presented the Oxnard Trophy to Food Share representatives.

She submitted several Ventura County Coast 20% funding requests for editorial placements, promotional merchandise and a Meetings Today webinar Michelle will lead in August.

Michelle provided a sales update noting she had 22 one-on-one appointments with planners at Small & Boutique Meetings in Park City. She later held 15 appointments with tour operators in Ottawa focusing on promoting Oxnard as a base for Channel Islands activities. A new one-sheet was created specifically for tour operators. Michelle also completed the Oxnard Leadership Program, highlighting cross-sector learning.

Daniel shared website performance updates showing more than 21,000 visits generated by paid ads. The Food & Drink page saw a 61 percent increase in traffic and the Things to Do page increased by 36 percent. Top-performing social posts included Parade of Lights, Día de los Muertos and the Tamale Festival.

Visit Oxnard partnered with Pipirpau to produce a Día de los Muertos hat giveaway at Heritage Coffee which sold out the same day. We also ran a giveaway for Ventura County Ballet tickets. New rowing photography was captured to support Olympic training outreach.

Paid media ran in VC Star and ViveHoy Magazine. We also ran a one-page destination highlight in the winter edition of Adventure Sports Journal on spearfishing.

Our holiday pages were fully updated and the 12 Days of Giveaways campaign launched.

Daniel informed the Board about the panel for the California Cultural District Presentation he was able to participate in hoping for a designation for Downtown Oxnard.

Elizabeth announced widespread coverage of holiday happenings including features in the LA Times for Christmas Tree Lane and the Parade of Lights. A Fox 5 New York segment promoted Oxnard's fall season. Visit California included Oxnard content in holiday and Thanksgiving stories. Upcoming media opportunities include a major LA Times feature, an LA Magazine visit and the second California Live segment featuring DW Drums.

Michelle shared the lodging report for October. Oxnard hotels averaged 62 percent occupancy, slightly below county and statewide averages due to the shoulder season and government shutdown. Year to date occupancy remained strong at 69 percent. ADR for October was \$172, and RevPAR was \$106 with year-to-date RevPAR remaining above statewide averages.

Next Board meeting will be February 25, 2026, at Staybridge Suites Oxnard River Ridge.

#### Board Comments:

John Campbell w/Sespe Creek Distillery – Planning a soft opening of the tasting room on December 13 to get more feedback and hopes to officially open the middle of January.

Juliana Finberg w/The Collection at RiverPark – LoveSac, Carter's. b.bq Chicken, Wetzel's Pretzels, Tilly's and Pokiworks have opened. Still to come are Activate Games, The Hydration Room and PacSun.

Gabe Teran w/Oxnard City Council – Oxnard Youth Academy’s second cohorts’ applications will open after the first of the year. A new program will be starting called Voice of Oxnard Youth – 14 students providing input to council and staff from a youth’s standpoint.

Mark Spellman w/Lazer Media – Lazer Media conducted their annual toy giveaway and gave away 400 toys. Oxnard Ambassadors are also conducting a toy drive on the base on Friday.

Ashley Golden w/Oxnard City Manager’s Office – The City’s next Department Workshop will be on Finance and HR leading to the priority planning session for 2027 for City Council. The PACC agreement negotiations are still ongoing. It should come before Council in February. They are also negotiating with an event organizer to help manage the 3 City owned properties in Heritage Square, hoping to launch in January.

Kristina Brewer w/Remax Gold Coast Property Management – Properties are all booked for Christmas and New Year’s

Marissa Vanderwyck w/Staybridge Suites Oxnard River Ridge – They are finalizing the Kansas City Current women’s soccer team contract. They will arrive at the end of January and stay through the first two weeks of January.

Randy Latimer w/Medallion Protective Services – He was able to secure Anderson .Paak as the Grand Marshall of the Oxnard Christmas Parade. Dragg held their annual car giveaway. Medallion will be hosting a toy giveaway December 20<sup>th</sup> with about 300 toys.

Hugo Centeno w/Churro Champ – 462 events for this year up 20% from last year

Erik Collay w/TownePlace Suites – SpringHill Suites looking at a February opening.

Andy Conli w/West Ventura County Business Alliance – Military Appreciation Dinner has been rescheduled for January 23 at the Holiday Inn. The 3<sup>rd</sup> Annual Business women’s Conference will be at Cal State Channel Islands on March 6<sup>th</sup>.

Kristal w/Ventura County Coast – Looking forward to many sports opportunities with the FIFA World Cup and the Olympics. VCC tradeshow calendar includes Seasonal Spectacular and the Pacific Sportfishing Show which Michelle will be attending and NAMM, the Bridal Expo and Go West.

Steve adjourned the meeting at 9:52a.m. without objection.