

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
Wednesday, December 13, 2023  
Hilton Garden Inn**

MINUTES

CALL TO ORDER:

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

Board members present: Millicent Bennett, Kristina Brewer, Steve Buenger, Joe Cabral, Tony Dybeku, Juliana Finberg, Ashley Golden, Adam Gonzalez, Hutton John, Dolores Licon, Nancy Lindholm, Ben Ly, Stacy Miller, Mark Spellman and Michael Tripp

Board members absent: Bryan MacDonald and David Neel

Also in attendance: Julie Buffo, President/CEO; Brittney Hendricks and Daniel Cabrera, Visit Oxnard staff members

Public in attendance: Muhammad Alam with Hilton Garden Inn

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The October 25, 2023, Board meeting minutes were reviewed and considered for approval. Nancy Lindholm made the motion to approve the minutes. Stacy Miller seconded the motion. Yes 15, No 0, Abstain 0.
2. Treasurer's Report: Steve Buenger gave the Treasurer's Report for October and November. October's Total Revenues were \$103.5K. Brand Management was \$59.2K and Total Office and Admin was \$18.3K. Total Expenditures was \$79.7K, under budget by \$59.3K due to timing of payments. Year to Date Net Income was at a \$2.7K loss against a budgeted \$67K loss, due to timing of invoices. Total Equity at the end of October was \$339.3K, per the Consolidated Balance Sheet. Total Revenues for the month of November were at \$89.8K. OTMD funds came in at \$1.6K over projections. Total Brand Management was \$120K due to timing of invoices. Net income was -\$50K due to timing of invoices. Year to Date Total Revenues were at \$487.6K. Brand Management for the year was at \$419.3K and Total Office & Administration at \$109.7K. At the end of November there was an equity of \$283.9K per the Consolidated Balance Sheet. Julie noted that ARPA funds have been fully spent, aside from \$12K to be spent toward City Film Coordination. Mark Spellman asked if additional funds will be made available from ARPA, and Julie answered that this was a one-time infusion of funds as a result of COVID tourism recovery. Joe Cabral made the motion to approve the Treasurer's Report. Kristina Brewer seconded the motion. Yes 15, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: Julie recapped the 2024/2025 Visitor Guide Launch Party. More than 120 people in attendance, including many board members, Supervisor Lopez, Supervisor Long, Mayor Zaragoza, Council Members Bryan MacDonald and Bert Perello, City Manager Alex Nguyen and some city staff. The guide includes 68 advertisers, we printed 60,000 copies and it is being distributed in 532 locations throughout California. On Thursday, Nov 2, Julie attended the State of the County at the Ronald Reagan Presidential Library, where County CEO, Dr. Johnson, highlighted the tourism sector and went over new developments for the Channel Islands Harbor. Julie reviewed a hotel forecast from Tourism Economics, forecasting Occupancy, ADR and REV Par for 2024 and 2025. Zachari Dunes has been nominated for Best New Hotel in the United States from USA Today 10Best. Julie reviewed upcoming events and meetings. On Wednesday, January 10, Visit Oxnard will have an ad-hoc Nominating Committee Zoom call to discuss potential new board members. On Tuesday, January 23, Visit Oxnard will be going to an Oxnard City Council Committee meeting for initial approval and feedback on our City Agreement and the Wayfinding program. On Tuesday, February 20, Visit Oxnard will be going before City Council for final approval of our City Agreement and our Wayfinding program. The Team is also working on the mid-year budget to be able to present at our January Executive Committee meeting and February General Board meeting. Monday, April 1, the OTMD district moves from a 1.5% assessment to a 2% assessment rate.

Julie presented on behalf of Michelle Flippo, who was at CalSAE's Seasonal Spectacular. In November, Michelle attended Northstar Meetings Group's Small & Boutique Meetings in Tucson, AZ. She conducted 19 one on one appointments. Michelle also attended for the first time NTA's Travel Exchange with Cherry Connally from Islands Packers to concentrate on bringing tours operators to Ventura County for Channel Islands National Park. They had 25 one-on-one scheduled appointments. Nino created an e-newsletter that Michelle sent out to 330 meetings planners. Michelle attended several community events, including a Military Committee-related event with WVCBA, the Ventura County Farm Day recap mixer and Santa to the Sea.

Brittney highlighted Visit Oxnard's new holidays landing page and holidays skin for the website. Visit Oxnard held a photoshoot to capture photography for 12 Days of Giveaways promotions, running December 4 through 19. Visit Oxnard captured b-roll and event footage for Tamale Festival. Brittney showed digital ad placements currently live promoting the holidays in Oxnard as well as LED Billboard ads at The Collection and a static billboard off Highway 101. Brittney was invited to judge the 57<sup>th</sup> annual Parade of Lights. Brittney reviewed campaign results for Visit Oxnard's Mexico-targeted Expedia campaign, a co-op in partnership with Brand USA and Visit California. Brittney highlighted earned placements with USA Today 10Best, AFAR, Southern California News Group, She Buys Travel, Conde Nast Traveler, LA Times, the Visit California media page and KTLA. She also highlighted a press trip from Canadian travel writer Lisa Kadane.

Daniel highlighted top social posts for October and November, social media giveaways, promotions for Small Business Saturday as well as Localhood stories he created in partnership with Visit California. He recapped his attendance to Dia de los Muertos at Oxnard Performing Arts Center. And, he showcased holiday photography captured for 12 Days of Giveaways.

Julie reviewed the STR Report for October and November. The next General Board meeting will be in-person on February 28, 2024, at 9am at Residence Inn by Marriott Oxnard River Ridge.

Holiday gifts were given to Board directors, and Julie wished everyone a happy holiday season from the Visit Oxnard team.

#### Board Comments:

Adam Gonzalez – Teatro de las Americas has more attendance and is doing great. Attended Oxnard tree lightings and enjoyed them.

Millicent Bennett – Residence Inn is going through guest room renovations, which should pause in May 2024 for Dallas Cowboys Training Camp. Renovations will conclude in December 2024.

Tony Dybeku – High numbers for Thanksgiving at Waterside and Honey Cup. Parade of Lights business was great. He expects Christmas and New Years Eve business to be great as well.

Dolores Licon – Homewood Suites is busy; remodel starting in March 2024.

Ben Ly – Zachari Dunes had soft opening of airstream fast-casual “Sugar Beats” over Labor Day. The hotel has been open for a full year, so they have good year-over-year data to guide them. Appreciates everyone voting for #1 Best New Hotel in the USA Today 10Best contest.

Juliana Finberg – Great holiday programming going on. New lease signings for the new year.

Mark Spellman – Recapped a Navidad de los Ninos toy giveaway tour he participates in with Lazer Media.

Nancy Lindholm – Finished moving the Chamber of Commerce office. Ribbon cutting will be on January 18. Annual meeting set for January 31.

Kristina Brewer – Guests were happy with bookings for Thanksgiving. Took Amtrak to San Diego and saw the Visit Oxnard mural and loved it.

Michael Tripp – Had a lot of great events at the Harbor including Spark of Love Toy Drive, Santa to the Sea and Parade of Lights.

Steve adjourned the meeting at 9:55am without objection.