

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
Wednesday, February 22, 2023  
Zachari Dunes at Mandalay Beach**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:06 a.m.

Board members present: Gary Blum, Steve Buenger, Tony Dybeku, Ashley Golden, Adam Gonzalez, Hutton John, Dolores Licon, Marilyn Miller, Stacy Miller, David Neel, Mark Spellman and Andrew Sutrisno

Board members absent: Millicent Bennett, Juliana Finberg, Nancy Lindholm and Bryan MacDonald

Also in attendance: Julie Mino, President CEO; Michelle Flippo and Daniel Cabrera, Visit Oxnard staff members

Public in attendance: Brian Tucker with Ventura County Coast and Jed Chernabaeff, with the Channel Islands Harbor

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The January 25, 2023, Board meeting minutes were reviewed and considered for approval. Stacy Miller made the motion to approve the minutes. Marilyn Miller seconded the motion. Yes 12, No 0, Abstain 0
2. Treasurer's Report: David Neel gave the Treasurer's Report for January. For the month of January, Total Revenues came in at \$70K. Total Expenditures for Brand Management were \$52K. Office & Administration expenses were \$16K. Year-to-Date Total Revenues were \$589K. Brand Management is at \$500K. Total Expenditures for the year are at \$636K. The Balance Sheet shows that we have \$678K in the bank at the end of January. There are two line items that are off: one is over budget and the other is under budget, due to an incorrect classification. That will be corrected on the next month's financials. There are two separate reports for the ARPA funds received from the City due to the addition of the funds for the Wayfinding Project. Mark Spellman made the motion to approve the Treasurer's Report. Marilyn seconded the motion. Yes 12, No 0, Abstain 0
3. Board of Director Meeting Schedule Discussion: The Brown Act regulations that were put into place during Covid to allow for easier teleconference meetings will no longer be in effect at the end of February. Our organization is required to follow the Brown Act, and that makes it very difficult to meet via Zoom in the future. Julie presented the meeting schedule change approved by the Executive Committee for the rest of the fiscal year and next year. The new schedule would have the General Board meet in person every other month and the Executive Committee to continue meeting on a monthly basis, with every other month on Zoom and then in person on the months that fall in line with the in-person General Board meetings. Board meetings would decrease from 10 meetings a year to 6 meetings a year and will most likely be a little longer since

the team will be reporting on two months' worth of activities. Mark made the motion to approve the Board Meeting schedule changes. Stacy seconded the motion. Yes 12, No 0, Abstain 0

#### INFORMATIONAL ITEM:

President/CEO Report: The Point Mugu Airshow is coming in March, and Visit Oxnard is partnering with VCC, who is hosting a VIP Flight Line Chalet. There are a limited number of tickets, but there are some to offer to the Board and to use for giveaways.

Julie gave a recap on the Wayfinding Stakeholder Meetings that took place earlier in the month. Several members of the Visit Oxnard Board attended as well as representatives from the Mullin Auto Museum, Channel Islands Maritime Museum, Chumash Bear Clan, Ventura County Harbor Department, Courtyard by Marriott, the City of Oxnard, the City of Oxnard Traffic Division, Channel Islands National Park and CAL Trans.

Michelle reported on the New York Travel & Adventure Show that she attended with Ventura County Coast and talked about her upcoming Tradeshow schedule.

She highlighted the top social media posts for the month.

Julie presented the short film created to promote the Oxnard Taco Trail that ran in full before all movies in select theatres in Los Angeles last weekend and will be playing at The Collection's Century Riverpark 16 movie theatres until March. It will be submitted for some short video awards. Elizabeth has been pushing the Taco Trail and was able to secure interest by Tastemade, who requested a more cell-phone oriented foodie video. The team created a short video of Daniel visiting several restaurants on the Taco Trail, and it was filmed in both English and Spanish. Tastemade will be pushing it out on all their channels on March 10.

Visit Oxnard purchased an advertising package in Food and Travel Magazine. We were placed on the cover and highlighted in a multi-page spread. Oxnard is also featured in the AAA Discover Spring 2023 edition. We were offered remnant space for a half-page ad and half-page advertorial.

Some new pages have been created for VisitOxnard.com. Visit California has launched a new initiative called "Native California," and Visit Oxnard created a page entitled *Learn about Native American Culture in Oxnard*. The other new pages are *Island Fox: Found Nowhere Else On Earth* and a *Passes* landing page for the Oxnard Restaurant Pass and Oxnard Taco Trail, plus any future mobile pass offerings to be displayed together.

Crowdriff put out a call for content on their Localhood platform, and Daniel created two stories for this: one on *Luxury Experiences*, which received 30K impressions, and one on *Romantic Date Ideas* that received 45K impressions.

Julie presented the Website Traffic Report where we saw a spike in traffic after the announcement of the Point Mugu Airshow.

Elizabeth reported on our media pickups and press trips including NBC's California Live, *An Emerald City Life* blogger Terumi Pong and family and *Travel See Write* influencer Archana Singh, who visited Oxnard in conjunction with Visit California. She also informed the Board of many upcoming media visits and projects.

Julie explained the STR report to the Board. Our Average Daily Rate is 15% higher than last year and highest in the county. RevPar is 24% higher than last year.

The next General Board meeting will be April 26, 2023. The location will be sent out once the details are finalized.

BOARD COMMENTS:

Gary Blum w/ Downtown Oxnard and Heritage Square – working on several ARPA projects for Heritage Square including a new website and landscaping. He is also working with Downtown Oxnard on their ARPA funded beautification projects on Oxnard Boulevard.

Andrew w/ Zachari Dunes on Mandalay Beach – hotel was sold out last weekend.

Hutton John – Increase in business since the beginning of the year. Valentine's Day was the busiest day since they opened.

Dolores Licon w/ Homewood Suites – will be hosting the Thunderbirds during the Air Show and seeing new business.

Adam Gonzalez – Went to the Murphy Auto Museum for the first time. NEM3 is April 15, 2023.

David Neel w/ Murphy Auto Museum – the museum has seen 30 people each weekend day since the new year started. The Vintage Trailer Show this year will be back at the museum

Tony Dybeku w/ Waterside Restaurant – last weekend was very busy with a lot of customers from LA and the 661 area code.

Ashley Golden w/City of Oxnard – At the February 7<sup>th</sup> City Council meeting, Alex reported on what the City was able to accomplish. A lawsuit has been filed challenging the City's ability to issue bonds, which affects the street road work, the Aquatics Center and any project that you would bond for, and they will not be able to move forward until this lawsuit is decided. There will be a special election on March 6<sup>th</sup> to fill the Council vacancy. The City received a clean audit.

Marilyn Miller w/ Channel Islands Harbor – the Peninsula revetment project is underway. Once it is finished, the building of the new hotel can start. Karl's owners held some public workshops on the Fisherman's Wharf project to inform the public about what was being proposed. She will be retiring March 16<sup>th</sup>.

Mark Spellman w/ Lazer Media – the City has an agreement with Cal Trans for a restricted grant agreement and is working with Lazer Media on a Beautification Oxnard Project. July 1, he will become the Chief Operating Officer for the District Rotarians. Oxnard Ambassadors will be hosting the Navy Band Sea Chanters at the Oxnard Performing Arts Center on March 22, 2023.

Brian Tucker w/ Ventura County Coast – VCC has a very robust tradeshow program. He talked more about the STR numbers Julie mentioned.

Stacy Miller w/ Stacy Miller Public Affairs – has termed off the WVCBA Board and looking for a new volunteer opportunity. She currently is very involved in the Oxnard Police Community Foundation, which is holding several upcoming events, Leadership and Resiliency with Nick Lavery on April 11, 2023, Hero Walk Carry the Load on April 29<sup>th</sup> and on May 6<sup>th</sup> the Ron Helus Ride for the Blue will take place.

Jed Chernabaeff w/Channel Islands Harbor – *Fireworks by the Sea* will be back this year. Some of the upcoming events at the Harbor are the *Celebration of the Whales* and the *Father's Day Car Show*.

Steve Buenger – WVCBA has endorsed Michaela Perez for District 6.

Steve Buenger adjourned the meeting without objection at 10:11 a.m.