

**Oxnard Convention & Visitors Bureau  
General Board Minutes  
Wednesday, February 23, 2022  
Zoom Meeting**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:02 a.m.

Board members present: Jill Almonia, Gary Blum, Steve Buenger, Joe Cabral, Tony Dybeku, Adam Gonzalez, Bryan MacDonald, Nancy Lindholm, Kim Recharte and Toby Valdez

Board members absent: Millicent Bennett, Ashley Golden, Dolores Licon, Marilyn Miller, Stacy Miller and David Neel

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

Public in attendance: Jeannette Sutherland, Dave Lion and Brian Tucker w/ Ventura County Coast

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The January 26, 2022, Board meeting minutes were reviewed and considered for approval. Bryan MacDonald made the motion to approve the minutes. Nancy Lindholm seconded the motion. Yes 9, No 0, Abstain 0 (Tony Dybeku had not yet joined the call)
2. Treasurer's Report: Toby Valdez gave the Treasurer's Report for January. The Monthly Assessment was \$50K versus the budgeted \$43K. There is \$74K in Miscellaneous Income, which is due to our reimbursement of ARPA funds on items already paid, which puts us at a Gross Profit of \$148K. Digital and Online Marketing was over budget since Visit Oxnard has initiated out-of-scope work with a new marketing agency. Total Expenditures for the month came in at \$125K and Net Revenues at \$23K. Year-to-Date Assessments are at \$450K. Total Revenues at \$694K. We have \$572K in the bank as of the end of January and Accounts Receivables at \$74K. Nancy made the motion to approve the Treasurer's Report. Bryan seconded the motion. Yes 10, No 0, Abstain 0
3. Nominating Committee Discussion: We have two Board members terming off this June: Joe Cabral and Kim Recharte. The Nominating Committee would like to bring forward two nominees to join the Board on July 1, 2022: Hutton John with Caribbean Haven, a new restaurant opening in the Seabridge area, and Mark Spellman with Lazer Media. The Committee is also in discussions to possibly add a representative from the new Tru By Hilton when it comes online. Kim Recharte made the motion to approve the new members to the General Board starting July 1, 2022. Toby seconded the motion. Yes 10, No 0, Abstain 0

## INFORMATIONAL ITEM:

1. President/CEO Report: Julie discussed the ARPA funds that Visit Oxnard will utilize for tourism driving initiatives over the next two years. They have been split under three main categories: Digital Advertising, Branding and Publications and Destination Management. Digital Advertising initiatives include programs with TripAdvisor, Visit California, Madden Media, Expedia and our new campaign with The Journal of Lost Time. Branding and Publications funds will go toward the Visit Oxnard 2022 Visitors Guide and distribution of the guide through Certified Folder Display. Destination Management initiatives include branding and marketing of City of Oxnard film permitting and services, the design and installation of murals and signage at Oxnard Transit Center welcoming visitors to Oxnard, the HD relay live cam that is now live looking over Channel Islands Harbor and an Oxnard letters tourist attraction that will be placed at a picturesque location in Oxnard.

Julie informed the Board of some changes in the Visit Oxnard team structure. Michelle Flippo was promoted to Operations & Sales Manager. Lauren Bennett put in her resignation, and her last day was February 4. The organization will be bringing on two part-time employees: a Marketing Coordinator and an Office Coordinator.

The 2022 Visitors Guide is going through final edits and should be delivered at the end of March or beginning of April.

She gave the Board the opportunity to sign up for the Visit Oxnard Restaurant Pass via the QR code on the screen.

She presented the top social media posts for the month of January.

Brittney Hendricks reviewed the Visit Oxnard Restaurant Pass and reported on the results so far. A dedicated eblast through the VC Reporter ran promoting the pass, with print ads running in February, March and April, and print ads will run quarterly in Edible magazine starting in April. She was interviewed on Mambo in the Morning on Q95.9fm promoting the Restaurant Pass. Anderson .Paak brought his annual charitable concert to Oxnard, and it was sold out. They are planning to return to Oxnard in 2023.

Visit Oxnard sponsored boxer, Hugo Centeno Jr. Brittney showed an image that showed the Visit Oxnard log on his boxing uniform and was mentioned on his social media. She spoke to the alignment of this sponsorship with sports travel business and destination branding.

Part of the Pepsi Half-Time Show trailer featuring Dr. Dre was filmed at McGrath State Beach, and location selection was facilitated by Board member Adam Gonzalez.

An episode of Hulu's popular Pam & Tommy series was filmed at Oxnard State Beach Park and Embassy Suites by Hilton Mandalay Beach Hotel & Resort.

The Oxnard Taco Trail was featured in the 2022 California Visitors Guides.

She informed the Board of the industry co-ops in which Visit Oxnard is participating and shared results. These include VCC Programmatic Campaigns, and sponsored content across outlets like Travelzoo, LA Magazine and Weekend Sherpa.

Visit Oxnard also hosted a press trip with Nick Rufca with AAA Westways Magazine. The Oxnard Taco Trail will be covered in their April Enewsletter that goes out to over 1.5 million subscribers, and, if space is available, they will run it in their magazine. We also hosted influencers Sam and Ryan Looney of Our Travel Passport, and they covered a family Valentine's Day getaway, distributed on social media with upcoming coverage on their blog.

She presented the Website Traffic Report.

Julie discussed the STR Report results for January 2022.

The next General Board meeting will be a Zoom call on March 23 at 9:00 a.m.

## BOARD COMMENTS:

Jill Almonia: Salons by JC, Pandora, Claire's and PizzaMan Dan's have all opened at The Collection. Businesses that will be coming soon are Extra Urgent Care, Devil & Angel Desserts, King and Queen's Cantina and Two Hands Corn Dogs. Keller Williams will be expanding into a larger space. Concerts to resume at the end of Summer into Fall.

Gary Blum: The Downtown Oxnard District Identity and Placemaking Committee had a planning session to plan out the rest of the year. Gourmet Food Trucks will be starting in April. They are still working to reactivate Summer Concerts. Still meeting to decide how and if the Salsa Festival will return.

Adam Gonzalez – Wants to set up a meeting between location scouts and Julie and Brittney.

Bryan MacDonald – He is the Chair of the Gold Coast Transit District Board and Vice Chair of the Ventura County Transportation Commission and would like help with any insights on Amtrak or rail traveling. Trying to work with Herzog to get small bottles of wine in the business class of Amtrak.

Nancy Lindholm – The WVCBA Annual Meeting is Friday, March 4. The Business and Economic Outlook with the Director of Ventura County Airports as the speaker is April 14. In 3 to 4 months, retail cannabis locations will be opening.

Toby Valdez w/Embassy Suites – They are currently taking reservations for September 1 for Zachari Dunes and hoping to open by August 1.

Kim Recharte – There is a new restaurant in the old Fresh and Fabulous Building, Downtown Café. There is also a new restaurant on Oxnard Boulevard, El Mixto. A commercial was filmed in front of the Carnegie Museum on Monday, and film crews were efficient in loading in and out with little impact to the community.

Brian Tucker – The Travel Impact Report for Ventura County is in, and Brian should be able to present the results at the next Board meeting. VCC is working together with Zachari Dunes and regional partners to host the Smart Meetings Showcase later in the year.

Steve Buenger adjourned the meeting without objection at 10:00 a.m.