

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, February 24, 2021
Zoom Meeting**

MINUTES

CALL TO ORDER:

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

Board members present: Steve Buenger, Joe Cabral, Tony Dybeku, Ashley Golden, Adam Gonzalez, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Kim Recharte, Patty Tewes, Kip Turner and Toby Valdez

Board members absent: Millicent Bennett, Gary Blum, Stacy Miller and Michael Pynn

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

Public in attendance: Jeanette Sutherland with Ventura County Coast

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The January 27 board meeting minutes were reviewed and considered for approval. Bryan MacDonald made the motion to approve the minutes. Marilyn Miller seconded the motion. Yes 12, No 0, Abstain 0
2. Treasurer's Report: Steve gave the Treasurer's Report for January. The Balance Sheet shows \$397K in the bank which includes our second installment from the city. There are some timing issues when looking at the Consolidated Budget vs. Actual. Audit and tax compilations have not been invoiced yet. Office Equipment shows that we still have money in the budget, but we have one more computer to purchase. We have a Net Revenue of \$18,242 vs. a budgeted \$3,411. Nancy Lindholm made the motion to approve the financials. Joe Cabral seconded. Yes 12, No 0, Abstain 0.
3. Nominating Committee Update: We have some General Board vacancies coming up in June and a current vacancy on the Executive Committee. On behalf of the Nominating Committee Julie and Steve met with Toby Valdez with Embassy Suites Mandalay Beach Resort and he has agreed to join the Executive Committee and take the office of Treasurer. Marilyn made the motion to approve Toby Valdez to the Executive Committee in the office of Treasurer. Bryan seconded the motion. Yes 11, No 0, Abstain 0. Joe Cabral, Patty Tewes and Michael Pynn will be terming off the board at the end of June. Julie asked the board to contact her with any nominee recommendations.

INFORMATIONAL ITEM:

1. President/CEO Report –Visit Oxnard applied for a PPP loan and received \$60k last week that will cover about 10 weeks of payroll.

Julie also reminded the board about the VCC Brown Act training on March 4 from 1-2.

We have restarted our Enjoy Oxnard Responsibly campaign. We will have some new creative in the coming months as the rollout of the “You Don’t Know Oxnard” campaign begins. The Central Coast Tourism Council’s Road trip contest including Yosemite National Park was finalized. The beginning results of the contest, have already given us 3700 email leads with more to come in the next 6 weeks.

Brittney presented the new items on the website including our new blog, Best Places to Picnic and updates to our Family Fun page.

She explained our website traffic statistics. The bulk of paid advertising was pulled during the month of January due to the Stay-at-Home Order.

Courtney Freeman presented the results for January’s Oxnard Restaurant Week. Our digital ad had over 45K views. She displayed some of the images and social media posts from the promotion. She also showed the results of our National Plan for Vacation Day campaign which featured a giveaway of a two night stay at Embassy Suites Mandalay Beach Resort, an excursion with Island Packers and a pass for Channel Islands Parasail

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

Courtney is now certified in Hotel Industry Analytics from UNLV. She will be presenting the STR report at our Board meetings moving forward. She discussed the January STR report with the board.

Steve asked Julie to discuss with the board what is coming up with Visit California. Visit Oxnard has several co-ops coming up with Visit California and they will be rolling out their messaging starting the middle of March/beginning of April. We will restart a partnership with Expedia as well as others. We will also be rolling out our “You Don’t Know Oxnard” Campaign. We also have co-ops with Brand USA, VCC and CCTC. Courtney is working with VCC to get us back to virtual and in person trade shows. Visit California is being very generous with the opportunities that they are offering to destinations.

California is the only state where the governor has not given any guidance when it comes to meetings. Courtney is working to stay on the minds of meeting planners when meetings are allowed again. Visit Oxnard and VCC will be collaborating on a few upcoming trade shows.

Southwest Airlines is now flying from Santa Barbara to Denver and Vegas, so they are working on ways to tap into those markets.

BOARD COMMENTS:

Marilyn Miller – The Harbor Department is ready to go out to RFP for the development of The Whale’s Tail property.

Nancy Lindholm – The Chamber is hosting a webinar on March 10 with a presentation on the changes at the federal level in the National Labor Relations Board due to the new administration.

Bryan MacDonald– The City Council has just completed the second round of interviews for retail cannabis. Amazon is in development.

Toby Valdez – Embassy is seeing a little pick up on business. They are holding a job fair on Monday. He thanked the board for the nomination.

Kip Turner – He talked about the Masterplan Study for the two airports in Ventura County and asked the board to appoint a representative from this group to sit on a select planning advisory committee. It will consist of about 4 meetings in the next year. The first meeting is May 13th.

Kim Recharte – Downtown is in the process of reorganizing and finalizing a marketing plan. She asked about Visit Oxnard’s emergency plan and how emergency personnel can reach out to area hotels.

Courtney is the liaison with our local hotels when situations arise.

Patty Tewes – Valentine's Day weekend was extremely busy for Courtyard. They sold out. Businesses are started to come back as well.

Adam Gonzalez– He is excited for our partnerships with Visit California and the upcoming cannabis businesses.

Brian Tucker – The VCC web site now has a booking widget on their web site. He will be reaching out later to see if Visit Oxnard wants to participate in the program on their web site and social media channels. They are looking at also offering its use to festivals and events. The Trade Show Committee met yesterday and will be attending some new trade shows virtually and in person soon. The third quarter Visa View report has just been released and on their web site.

Tony Dybeku – There is nothing new on the construction at Waterside. He has a call with the contractor later today. He also saw a pickup in business at the harbor during Valentine's Day weekend.

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