

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, February 25, 2026
Staybridge Suites Oxnard River Ridge**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:01a.m.

Board members present: Steve Buenger, Julie Buffo (remotely), Joe Cabral, John Campbell, Hugo Centeno, Erik Collay, Ashley Golden, Randy Latimer, Mark Spellman, Gabe Teran and Michael Tripp

Board members absent: Kristina Brewer, Glenda Rivera, Andy Conli, Juliana Finberg and Marissa Vanderwyck

Also in attendance: Brittney Hendricks, President/CEO, Michelle Flippo, Daniel Cabrera and Nino Blunt, staff members

Public in attendance: Ricardo Cubias/Zachari Dunes on Mandalay Beach

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The Board meeting minutes for December 10, 2025, were reviewed and considered for approval. Mark Spellman made the motion to approve the minutes. Hugo the motion. Yes 10, No 0, Abstain 1 (Michael Tripp)
2. Treasurer's Report: Michael Tripp gave the Treasurer's Report for December and January. Total Revenue for December was \$113.5K. Brand Management expenses were \$53.1K. Office and Admin expenses were \$23.2K. Total Revenue for January was \$93.3K. Brand Management expenses were \$81.3K. Office and Admin expenses were \$23.5K. Year-to-date Total Revenue was \$872.1K with Brand Management expenditures at \$626.8K and Office & Admin expenses at \$157.8K. At the end of the month, cash on hand plus receivables totaled \$675.4K. John Campbell made the motion to approve the Treasurer's Report. Randy Latimer seconded the motion. Yes 11, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report: Brittney thanked Staybridge Suites for hosting. She reported that the mid-year 25-26 revised budget was approved by the Executive Committee, with the OTMD Committee subsequently approving the OTMD funding portion of the revised budget, and that the revised budget has been uploaded into QuickBooks and is now implemented as of the January financial reports.

The Executive Committee approved a voluntary assessment agreement with RGC Services mirroring OTMD services. The contract runs January 1, 2026, through June 30, 2033 and is projected to generate approximately \$40,000 annually once fully in effect.

Visit Oxnard has been named a finalist for the 2026 Visit California Poppy Award for Best Campaign under \$1,000,000 for the A Beat Apart brand refresh. The awards ceremony will take place at Outlook Forum in March where Brittney, Daniel and Michelle will be in attendance.

Brittney congratulated SpringHill Suites on its opening and the upcoming Flora Loca rooftop restaurant opening. She shared highlights from the CalTravel Winter Board Meeting and noted that the VCC exhibits at NAMM generated more than 800 new leisure leads. She reported multiple Ventura County Coast funding requests including sponsorships, editorial placements and campaign initiatives.

Michelle reported on attending the American Bus Association Marketplace where she conducted 19 one-on-one appointments with tour operators promoting Channel Islands National Park and positioning Oxnard as a hub-and-spoke destination. She also attended the Independent Planner Education Conference and held 21 one-on-one appointments with independent meeting planners.

Michelle highlighted collaboration through the California DMO Alliance and shared that a Monterey contact from the alliance referred a planner to Oxnard. She distributed a new quarterly business development activity report to hotel DOSs outlining shows attended, appointments held and upcoming events.

She also shared community engagement updates including staff attendance to the WVCBA Military Appreciation Dinner, Santa Barbara Airbus ribbon cutting at Holiday Inn Oxnard, WVCBA Annual Board Installation and a tour of SpringHill Suites. Visit Oxnard hosted the Kansas City Current for a team dinner at Zachari Dunes during their three-week training camp stay at Staybridge Suites.

Daniel shared website traffic updates showing strong engagement with Things to Do, Events and Home Page content leading performance. Paid search generated 35,548 sessions, a 30 percent year-over-year increase, with strong conversion rates and click-through performance exceeding benchmarks.

Social media highlights included California Restaurant Month reels, Parade of Lights, Downtown Cultural District designation and the 12 Days of Giveaways campaign, which generated 663 entries and 5,561 new partner follows.

Daniel reported recent advertising placements with Adventure Sports Journal, San Francisco Chronicle and Pasadena Magazine. A new sportfishing landing page launched on visitoxnard.com. He also attended the Visit California Mexico Trade and Media Retreat in Merida where he met with 23 influencers and 16 media outlets including Travel + Leisure Latino America and CNN. He also highlighted a Progressive social media clip that was filmed at Zachari Dunes.

Brittney presented the earned media report. Elizabeth circulated press releases announcing the Santa Barbara Airbus LAX shuttle service and Visit Oxnard's Poppy Award finalist status. She also highlighted some coverage on whale watching included in LA Times print, online and social placements. In partnership with Visit California, influencer Kickball Dad highlighted his experiences in Oxnard. Oxnard was also included in a digital edition of Convention Southwest that featured meetings in Oxnard.

Upcoming earned media activities include a planned press visit with Los Angeles Magazine, additional LA Times coverage and coverage in San Diego Magazine's Highway 101 feature.

Next Board meeting will be April 22, 2026, at Best Western Oxnard Inn.

Steve adjourned the meeting at 9:56 a.m. without objection.