

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, February 26, 2025
Best Western Oxnard Inn**

MINUTES

CALL TO ORDER:

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

Board members present: Steve Buenger, Joe Cabral, Andy Conli, Tony Dybeku, Juliana Finberg, Ashley Golden, Adam Gonzalez, Dolores Licon, Glenda Rivera, Mark Spellman and Michael Tripp

Board members absent: Kristina Brewer, Hugo Centeno, Stacy Miller and Marissa Vanderwyck

Also in attendance: Brittney Hendricks, Interim President/CEO, Julie Buffo, Michelle Flippo, Daniel Cabrera, Nino Blunt and Elizabeth Melgoza, Visit Oxnard staff members

Public in attendance: Brian Tucker w/Ventura County Coast, Mayor Pro Tem Gabe Teran w/Oxnard City Council, John Campbell w/Sespe Creek Distillery, Randy Latimer w/Medallion Protective Services and Rani Marriott and Rachel O'Neill-Cusey w/JNS Next

PUBLIC COMMENT:

Introductions were made.

ACTION ITEMS:

1. Approval of Minutes: The December 11, 2024, Board meeting minutes were reviewed and considered for approval. Ashley Golden made the motion to approve the minutes. Mark Spellman seconded the motion. Yes 11, No 0, Abstain 0
2. Treasurer's Report: Michael Tripp gave the Treasurer's Report for December and January. Total Revenues for December were at \$103K. Brand Management expenses were \$52.5K. Office and Admin expenses were \$18.5K. Total Revenues for January were at \$87K. Brand Management expenses were \$96K. Office and Admin expenses were \$21K. Year to Date numbers for Total Revenues are \$805K with Brand Management expenditures at \$600.5K and Office & Admin expenses at \$151K. We ended the month with total cash on hand, plus receivables at \$549K. Dolores Licon made the motion to approve the Treasurer's Report. Adam Gonzalez seconded the motion. Yes 11, No 0, Abstain 0
3. Nominating Committee Discussion: The Executive Committee presented Mayor Pro Tem Gabe Teran, John Campbell with Sespe Creek Distillery and Randy Latimer with Medallion Protective Services for appointment to the Board of Directors. Joe Cabral made the motion to approve the appointments to the Board. Michael seconded the motion. Yes 11, No 0, Abstain 0

INFORMATIONAL ITEM:

JNS Next Presentation: Rani Marriott and Rachel O'Neill-Cusey presented the finalized brand campaign created from the concepts presented at the June 26, 2024, General Board meeting.

President/CEO Report: In partnership with SCORE, Visit Oxnard will be hosting a social media and collaborative marketing workshop titled: Oxnard's Recipe for Success: Marketing and Resources for Restaurants. Representatives from The Collection, Channel Islands Harbor, West Ventura County Business Alliance and Downtown Oxnard will serve as panelists.

Daniel and Brittney met with Mayor MacArthur and provided an overview of Visit Oxnard's purpose and mission.

Brittney toured Towneplace Suites and Springhill Suites, two new Marriott properties that will be opening in 2025.

Brittney attended The NAMM Show in Anaheim with VCC and the CalTravel Winter Board Meeting, where she was introduced as a new Board Director.

Michelle reported on the Los Angeles Bridal Expo she attended with VCC.

Daniel presented our search engine marketing statistics with our new partner, Search Party.

He presented the web traffic reports and the top social media posts for December and January.

He reported on the 12 Days of Giveaways campaign statistics.

He partnered with the WVCBA as well as The Collection, Downtown Oxnard and Channel Islands Harbor to create a series of reels promoting and highlighting a variety of local Oxnard restaurants for California Restaurant Month.

He presented the two new landing pages on the website including Affordable Vacation Tips and one highlighting the Oxnard Fresa Fizz, the official cocktail of Oxnard.

The Visit Oxnard team attended several community events including the WVCBA networking breakfast, The Taproom Restaurant at Wagon Wheel Brewing ribbon cutting, Oxnard Leadership Program, "Fall in Love with Downtown" event, the EDC Annual Meeting and the WVCBA Annual Installation of Directors.

We continue to assist the City of Oxnard with filming efforts via Film Oxnard, promoting film locations and onboarding new location listings to the website.

He highlighted the new business listing on our website that Nino has been working on.

Gabe requested further discussion about the permitting process for filming with Daniel and Brittney.

Elizabeth presented the PR highlights. She distributed the news release about Brittney's appointment. We had a pickup in the Santa Clarita Valley Signal on the Oxnard Taco Trail as well as the Condé Nast Traveler about the Los Angeles fires.

ABC News 10 San Diego aired a piece on Valentine's Day ideas in Oxnard. They will also be airing a spring break piece in the near future.

Oxnard was included in The Hotel Guide's article on their top 10 U.S. destinations.

She reported on her upcoming pitch topics, including Visit Oxnard's new brand campaign and the 60th Anniversary of the Channel Islands Harbor.

Michelle presented the STR reports for December and January.

Next Board meeting will be April 30th at Staybridge Suites Oxnard River Ridge.

Board Comments:

Tony Dybeku w/Honeycup and Waterside Restaurant - January and February were very steady instead of the usual decline.

Glenda Rivera w/Zachari Dunes on Mandalay Beach - Accommodated many of the fire evacuees from Malibu. They have 75 members in their dining club.

Juliana Finberg w/The Collection - Immigrant Son and Gordo's Hot Chicken have opened. Poke Works, YouthFill MD, Activate Games and BBQ Chicken will open later this year.

Dolores Licon w/Homewood Suites - Homewood will be renovating.

Adam Gonzalez w/Teatro De Las Americas - The Crime & Wine Valentine's show sold out.

Michael Tripp w/Channel Islands Harbor - The Karl's project with Fisherman's Wharf was turned in to the Coastal Commission for approval last week. This is the 60th anniversary of the Harbor and they will be building up their annual events as well as bringing Chowderfest back. They are also planning a concert on the water for the boats to come out to.

Ashley Golden w/City Manager's Office - The Gateways Project is underway, and the first one should be completed in May at Oxnard Blvd. and Pleasant Valley. Wayfinding has been slightly delayed because of materials but should be completed in late August, and the old wooden signs will be removed.

Mark Spellman w/Lazer Media -The Oxnard Ambassadors Golf Tournament is coming up.

Randy Latimer w/Medallion Protective Services - .Paak House is returning this year and will be held at Cal State Channel Islands on October 11th.

Andy Conli w/West Ventura County Business Alliance - Tomorrow the city managers of Oxnard and Camarillo will be speaking at their luncheon. April 10th, they are conducting a Work Force Development Workshop.

Brian Tucker/Ventura County Coast - VCC has moved away from the Travel & Adventure shows this year and are attending more targeted shows like the Bridal Expo, NAMM, where a kiosk was designed by a local artist and the winner got to pick between the Jennings guitar or DW Drums, and the upcoming Pacific Coast Sportfishing Show. Zachari Dunes hosted some students for Ventura County Hospitality Week. The students will present the digital campaigns they created in a workshop at a VCC Board meeting. There are five new hotels coming online in our region in 2025.

Steve adjourned the meeting at 10:20 without objection.