

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, March 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, Ashley Golden, Adam Gonzalez, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Stacy Miller David Neel, Kim Recharte and Toby Valdez

Board members absent: Millicent Bennett

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

Public in attendance: Jeannette Sutherland and Brian Tucker w/ Ventura County Coast, Dee Fairbanks with River Ridge Golf Club and Hutton John w/ Caribbean Haven

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The February 23, 2022, Board meeting minutes were reviewed and considered for approval. Nancy Lindholm made the motion to approve the minutes. Ashley Golden seconded the motion. Yes 13, No 0, Abstain 1 – Marilyn Miller (Dolores Licon had not yet joined the call)
2. Treasurer's Report: Toby Valdez gave the Treasurer's Report for February. The Monthly Assessment was \$44K versus the budgeted \$33K. February's Total Revenue is \$68K. Total Overall Net Revenues for the month ended at \$11K. Year-to-Date Assessments are at \$495K. Total Revenues for the year are \$689K. We have \$431K in the bank as of the end of February. Total Assets are \$600K. Julie explained the new financial forms in the packet specified for the ARPA funds. Bryan MacDonald made the motion to approve the Treasurer's Report. Stacy Miller seconded the motion. Nancy asked about the FDIC insurance limit. She suggested Julie do some research to see how to cover our current bank balance. Yes 14, No 0, Abstain 0 (Dolores Licon had not yet joined the call)
3. Mid-year Budget Discussion: Julie presented the Mid-year Budget document. This year's budget is the highest in our organization's history. Julie highlighted the differences in the original budget and the mid-year budget. Next, she discussed the ARPA funds budget. Stacy made the motion to approve the Mid-year Budget. Marilyn seconded the motion. Yes 15, No 0, Abstain 0

INFORMATIONAL ITEM:

1. President/CEO Report: Julie presented the ARPA initiatives that Visit Oxnard will be working on in the upcoming year. She discussed the upcoming request going before City Council on March 29 for additional ARPA Funds for a wayfinding project. She encouraged the Board to call in to the Council Meeting to show their support for the project.
She announced the new part-time Visit Oxnard team members: Daniel Cabrera, Digital Marketing Coordinator, and Nino Blunt, Office Coordinator.
She invited the Board to the upcoming launch party for our 2022-2023 Visitors Guide and newest creative and video campaigns at the Murphy Auto Museum on April 20, 2022, at 5:30 p.m.
She highlighted the top social posts for the month of February.
Michelle informed the Board about two opportunities she had to be out in the community promoting Oxnard at River Ridge Golf Club's Wedding Weekend and a welcome table for Gordan Research Conferences at Residence Inn.
Brittney talked about an opportunity that we received to present Oxnard to location managers to film in Oxnard at the Mandalay Generating Station. We were given permission to shoot photography and video to pass along to productions.
She has also been working in partnership with Bill Bartels and the Ventura County Film Commission to build out a listing on their website for Visit Oxnard as film production support featuring all new photography to showcase some of Oxnard's top film locations.
She presented results from the Visit California leveraged media co-op with Expedia running through June 30, 2022, and from our VCC programmatic co-op.
Visit Oxnard has been working with Torchlight Marketing for one year now for Search Engine Optimization (SEO). This means that we are now able to compare year-over-year conversions that were set up in Google Analytics, including hotel registration clicks and click to calls.
She discussed the results of the Visit Oxnard Restaurant Pass.
She presented the impressive website traffic statistics, in part due to our partnership with Madden Media who has started placing Google search ads for the organization.
Elizabeth Maxim Melgoza presented the travel journalists that visited Oxnard recently. Our Travel Passport was a digital influencer family that she connected with at the Visit California Media Reception. They produced Instagram content reaching over 70K of their followers and provided images to be used for marketing and social media. She presented the feature in Out Traveler Magazine. It was a multipage print feature after hosting their editor at Homewood Suites.
Julie gave the results of the STR report for the month of February.

The next General Board meeting will be a Zoom call on April 27 at 9:00 a.m.

BOARD COMMENTS:

Gary Blum/Heritage Square and Downtown Oxnard – This Sunday the Molcajete Domingero, a Latinx retail event, will be taking place at Centennial Plaza. It will continue monthly. The First Thursday Food Trucks event will be back on April 7th.

Nancy Lindholm/West Ventura County Business Alliance – April 7th is their Business Expo and Mixer at Magnavino Wine Cellars. The Director of Ventura County Airports will be speaking to the business community on April 14th.

Marilyn Miller/Harbor Department of Ventura County – Casa Sirena's demolition has started, and the Lobster Trap buildings are down. Once all the buildings are down, the County will come in to repair the revetment before new construction can begin.

David Neel/Murphy Auto Museum – The Vintage Trailer show will be back on June 25th at the Oxnard Performing Arts Center. He will send the sponsorship form to Michelle for Board Members that are interested in sponsoring.

Kim Recharte/Downtown Oxnard Improvement District – Several building developments should begin in two years in Downtown, beginning with a navigation center.

Brian Tucker/Ventura County Coast – VCC is building a booking engine widget for David to use for the Vintage Trailer Show. They will also provide one for the Oxnard Jazz Festival.

Steve Buenger adjourned the meeting without objection at 10:02 a.m.