

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

MINUTES

CALL TO ORDER:

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

Board members present: Millicent Bennett, Gary Blum, Steve Buenger, Joe Cabral, Tony Dybeku, Ashley Golden, Adam Gonzalez, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Michael Pynn, Kim Recharte, and Toby Valdez

Board members absent: Marilyn Miller, Stacy Miller, Patty Tewes and Kip Turner

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

Public in attendance: None

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The February 24, 2021, board meeting minutes were reviewed and considered for approval. Nancy Lindholm made the motion to approve the minutes. Bryan MacDonald seconded the motion. Yes 10, No 0, Abstain 1 - Gary Blum (Millicent Bennett had not joined the call yet.)
2. Treasurer's Report: Toby Valdez gave the Treasurer's Report for February. The Balance Sheet shows \$426K in the bank. An additional bank account was added in the amount of \$60K, for the PPP funds that were received in February. The security deposit has been moved to Rent since we forfeited that money to facilitate our exiting of the office space. Liabilities and Equity show Current Liabilities at \$200K and Equity at \$227K. There is a new line under Year-to-Date Budget vs. Actuals to account for the interest earned on the savings account with the PPP funds. The OTMD funds exceeded the budget by \$13k. Expenditures are balanced. Net Revenue is \$116K. February Month to Date shows a Total Revenue \$52K. Monthly Expenditures show Print Ads are over budget as we picked up a great local advertising opportunity. Nancy made the motion to approve the financials. Kim Recharte seconded the motion. Yes 12, No 0, Abstain 0.
3. Out of Scope Budget Discussion: Julie Mino presented the results of our past Visit CA/Expedia co-ops. She presented two new co-ops that were not included in our current budget. The first item is a renewed iteration of the Fall 2020 leveraged media co-op in which Visit Oxnard participated in partnership with Visit California and Expedia. The proposed campaign run dates are May 1 through June 30, 2021. Visit Oxnard would use \$35K of their budget. In the Spring 2021 co-op, Expedia will be upping their media match contribution from 50% to 100% and Visit California will increase their financial match from 20% to 30%.

An additional leveraged media co-op opportunity in partnership with Visit California and Adara was also proposed. This campaign will also run May 1 through June 30, 2021. Visit Oxnard would invest \$10K in this opportunity. Adara is offering a 50% media match; Visit California is offering a financial match of 30%. Adara is a company that gathers information from major data consortiums to inform digital marketing, programmatic advertising, search and more. Adara is able to target audiences active in the travel planning stage and report campaign statistics inclusive of return on ad sales.

The last item is for tote bags. Courtney has her first in-person trade show in May, and we have begun to receive bag requests again. Visit Oxnard would like to purchase tote bags to use for these requests and trade shows.

Since the mid-year budget was approved, OTMD funding has come in over budget and we received the non-budgeted PPP loan. We have money in the bank to cover these three items. Dolores Licon made the motion to approve these non-budgeted spends. Nancy seconded the motion. Yes 12, No 0, Abstain 0.

INFORMATIONAL ITEM:

1. President/CEO Report – Julie highlighted a list of accomplishments that the Visit Oxnard Team completed over the last year while working from home due to the COVID-19 pandemic including projects, marketing campaigns, committees, virtual webinars, conferences and trade shows, awards and cost cutting endeavors.

She recapped the VCC/Civitas Brown Act Training from March 4th. Visit Oxnard follows all regulations. Board members are not allowed to reply all to board communication so Michelle will be sending all future communications through BCC. She discussed the changes to teleconference meeting regulations because of COVID and the current changes concerning social media.

The Visit Oxnard Team was able to attend three virtual conferences: Visit California Outlook Forum; California Travel Association's California Comeback Conference and DMA West Tech Summit. They will be implementing strategies learned through these conferences.

Courtney Freeman explained the new strategy for our Instagram feed and highlighted the "snackable" story content: the first was "5 things the Visit Oxnard Team wants you to check out this weekend."

She reported the final results of our National Parks Trips contest. 8K leads were received.

Visit Oxnard hosted a press trip with Sam Russell. Courtney will supply the link to the article to the Board.

Ventura County Coast is partnering with the California Hotel & Lodging Association to conduct a demonstration to show hotels how to host meetings that are clean and safe. This event takes place tomorrow. The Board can contact Courtney for an appointment.

She presented our top social media posts for Instagram and Facebook for the month of February. She covered the February STR Report that shows that Oxnard's numbers are starting to move up in all areas.

Brittney Hendricks presented the results of the latest reiteration of our leveraged media campaign in partnership with Ventura County Coast, Forging Ahead.

The Visit Oxnard Team has a new partnership with Systems & Marketing Solutions to bolster our website traffic. She highlighted the scope of work that this organization is undertaking.

She presented the VisitOxnard.com Website Traffic Statistics Report for the month of February.

BOARD COMMENTS:

Gary Blum – The Oxnard Downtowners will be meeting with the City to discuss the possibilities for summer activities as well as begin planning for the holidays.

Toby Valdez – The Restaurant inside Embassy Suites Mandalay Beach Hotel & Resort will be opening for lunch and dinner options soon at 25% capacity.

Bryan MacDonald – Encouraged everyone to get vaccinated.

Nancy Lindholm - Is seeing more optimism in the Business Community. The webinar mentioned in last month's minutes had to be postponed until today.

Ashley Golden – City Council has adopted the City's 5-year priorities. She offered support to businesses as the regulations change with the reopening.

Kim Recharte – praised the team for how they have managed the budget during COVID.

Adam – praised the team for bringing the marketing in house over the last year.

Millicent – starting to staff up for the summer.

Tony Dybeku – excited to see the results of the upcoming Expedia campaign.

Steve Buenger adjourned the meeting without objection at 9:50 a.m.