

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, April 22, 2026
SpringHill Suites Oxnard**

MINUTES

CALL TO ORDER:

Vice Chair Kristina Brewer called the meeting to order at 9:00 a.m.

Board members present: Kristina Brewer, Steve Buenger, John Campbell, Hugo Centeno, Andy Conli, Juliana Finberg, Randy Latimer, Mark Spellman, Michael Tripp and Marissa Vanderwyck

Board members absent: Julie Buffo, Joe Cabral, Erik Collay, Ashley Golden, Glenda Rivera and Gabe Teran

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

Public in attendance: Brian Tucker/Ventura County Coast and Anneliese Engel/Visit Oxnard intern

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The Board meeting minutes February 25, 2026, were reviewed and considered for approval. Mark Spellman made the motion to approve the minutes. Hugo Centeno the motion. Yes 10, No 0, Abstain 0

2. Treasurer's Report: Michael Tripp gave the Treasurer's Report for February and March. Total Revenue for February was \$92.2K, which was \$2.2K over budget Brand Management expenses were \$95.9K. Office and Admin expenses were \$24.4K. Total Revenue for March was \$93.3K, which was \$16.7K under what was budgeted. The variance was corrected by underspending in Brand Management by \$22.8K. Brand Management expenses were \$60.3K. Office and Admin expenses were \$20.3K. Year-to-Date Total Revenue was \$1M with Brand Management expenditures at \$783.2K and Office & Admin expenses at \$202.5K. At the end of the month, cash on hand plus receivables totaled \$597.7K. Steve Buenger made the motion to approve the Treasurer's Report. Andy Conli seconded the motion. Yes 10, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report:

Brittney highlighted some accomplishments for Visit Oxnard including the opportunity to host the February 2027 February CalTravel Board meeting.

Visit Oxnard also won a 2026 Visit California Poppy Award for Best Brand Advertising under \$1M budget, a high honor in the travel industry.

May is California Tourism Month. Visit Oxnard received the economic impact report from Visit California with Ventura County's tourism metrics for 2025. The information from this report is on the website and a press release was circulated. In Ventura County, tourism spending totaled \$1.95 billion in 2025, supporting 16,790 local jobs and generating \$172.4 million in state and local tax revenue, underscoring tourism's vital role in powering the local economy. Visit Oxnard will receive drilled-down statistics for Oxnard once Ventura County Coast receives the breakout reports for the region.

Brittney attended Destination International's CEO Summit in Newport Beach, where sessions focused on organizational management insights.

She summarized the VCC requests for the fiscal year.

Michelle reported on an advertising program that Visit Oxnard participated in with Meetings + Events that included a banner ad in the March and April Enewsletters focusing on planners from California and Colorado where there is a high concentration of planners. We were also given an advertorial spot for their online magazine for March and April and a half-page ad in their printed California edition.

She was able to meet with 3 different similar sized DMOs to discuss strategies and pain points. She was able to come away with information to help focus her strategy for meetings and groups for the next fiscal year. She also presented the new Meetings & Group themed video.

Daniel presented the website traffic reports for February and March.

He highlighted the paid advertising with Search Party and the results. He also showed the updated banner ads.

He discussed the top social media posts for February and March.

He presented several different media endeavors over the last two months, including the results of our Expedia campaign, Jackalope Block Party video, several magazine ads and Highway 101 billboard.

He spotlighted the pickups received in the Mexican media after his Visit California Media Mission and community events attended by the team.

Anneliese Engel, Visit Oxnard's marketing intern, delivered a presentation informing the Board of the projects she was able to be a part of including production of the meetings video, enewsletters written, social media campaigns developed and what she has learned so far from her internship.

Elizabeth reported on our public relations activity including our inclusion in the Travel + Leisure online magazine highlighting the Channel Islands National Park. Channel Islands Harbor was featured in the VC Reporter. We will be featured in May's print edition of Los Angeles Magazine. In partnership with CCTC and Visit California, Oxnard was included in two influencer story lines.

She also highlighted upcoming media opportunities.

Michelle presented the STR report for February and March. February was flat but still kept up with Ventura County. March saw a large uptick in weekday stays, and our ADR is higher than most of the surrounding cities.

Next Board meeting will be June 17, 2026, at Best Western Oxnard Inn.

Kristina adjourned the meeting at 10:10 a.m. without objection.