

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, June 25, 2025
Homewood Suites**

MINUTES

CALL TO ORDER:

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

Board members present: Kristina Brewer, Steve Buenger, Joe Cabral, John Campbell, Hugo Centeno, Andi Conli, Ashley Golden, Adam Gonzalez, Randy Latimer, Dolores Licon, Stacy Miller, Mark Spellman, Gabe Teran, Michael Tripp and Marissa Vanderwyck

Board members absent: Tony Dybeku, Juliana Finberg and Glenda Rivera

Also in attendance: Brittney Hendricks, President/CEO, Michelle Flippo and Julie Buffo, Visit Oxnard staff members.

Public in attendance: Brian Tucker w/Ventura County Coast, Erik Collay w/ TownePlace Suites and Ricardo Cubias w/Zachari Dunes on Mandalay Beach

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: April 30, 2025, Board meeting minutes were reviewed and considered for approval. Mark Spellman made the motion to approve the minutes. Ashley Golden seconded the motion. Yes 14, No 0, Abstain 0 (Stacy Miller had not yet joined the meeting)
2. Treasurer's Report: Michael gave the Treasurer's Report for April and May. Total Revenues for April were \$85.5K. Brand Management expenses were \$103.4K. Office and Admin expenses were \$18.6K. Total Revenues for May were \$106K. Brand Management expenses were \$62.2K. Office and Admin expenses were \$14.6K. Year to Date numbers for Total Revenues are \$1.1M with Brand Management expenditures at \$920.5K and Office & Admin expenses at \$215.2K. We ended the month with total cash on hand, plus receivables at \$429.3K. Adam Gonzalez made the motion to approve the Treasurer's Report. Joe Cabral seconded the motion. Yes 14, No 0, Abstain 0 (Stacy Miller had not yet joined the meeting)
3. FY 25-26 Budget Discussion: Brittney presented the proposed FY 25-26 budget, highlighting the variances from FY 24-25. She also highlighted the percentage allocations for spending the OTMD funds, which has been approved by the OTMD Committee. Dolores Licon made the motion to approve the FY 25-26 Budget. Michael seconded the motion. Yes 15, No 0, Abstain 0
4. Nominating Committee Discussion: Board member nominations were presented by the Executive Committee including Erik Collay with TownePlace Suites and Julie Buffo, former Visit Oxnard CEO to the General Board. The Executive Committee also recommended adding Julie to the Executive Committee, extending Steve Buenger's term for one year and approving the Slate of

Officers. Stacy made the motion to approve all nomination and term extension recommendations and to approve the Slate of Officers. Hugo Centeno seconded the motion. Yes 15, No 0, Abstain 0

5. Proposed Audit for Year Ending June 30, 2026, Discussion: The proposal from Decker, Farrell & McCoy to conduct a financial audit for FY ending June 30, 2026, was presented for approval. Gabe Teran made the motion to approve Decker, Farrell & McCoy to conduct the audit for the year ending June 20, 2026. Adam Gonzalez seconded the motion. Yes 15, No 0,

INFORMATIONAL ITEM:

President/CEO Report: Brittney presented the Board meeting dates for Fiscal Year 2025-26.

She showed a slide that listed the FY 2024-25 projects Visit Oxnard completed by utilizing Ventura County Coast 20% funds.

May was California Tourism Month, and she presented the economic impact data received by Dean Runyan Associates for Ventura County.

She announced that the 2026-2027 Visitor Guide Launch Party will be held October 23, 2025, at Sespe Creek Distillery.

Visit Oxnard was the title sponsor for the State of the City luncheon hosted by West Ventura County Business Alliance with many Board members present.

She attended a meeting orchestrated by Tom Lavaccare with Brian Tucker, Andi Conley, Mayor McArthur and representatives from Santa Barbara Airbus hoping to secure a route from Oxnard to LAX.

She attended CalTravel's Advocacy Day, where she was teamed up with other tourism leaders and met with our State representatives.

The team had an outing on Gondola Paradiso to experience that attraction and be able to better speak to the experience.

Julie gave recognition to the Board members who are terming off: Dolores Licon, Adam Gonzalez, Stacy Miller and Tony Dybeku. Tony Dybeku was unable to attend.

Michelle gave her Group Sales Report, highlighting Destination West, where Visit Oxnard sponsored the opening breakfast, which was a great introduction to Oxnard before she conducted 21 one-on-one appointments with meeting planners.

She talked about her attendance at last month's Oxnard Leadership Program exploring the art and history of Downtown Oxnard, which included a panel on Oxnard's thriving music scene which was moderated by Brittney.

She shared the updated Meetings & Events Planning Guide.

She discussed an event she and Brian Tucker were able to attend called California Cup, where international tour operators were brought in along with representatives from Visit California's international offices, including one from Germany who expressed great interest in promoting Karl's once finalized.

She showed the new fiscal year tradeshow calendar, comparing with last year's events. She included information about Ventura County Coast's planned tradeshow opportunities as well.

Daniel is currently attending the Tourism Academy marketing conference. Brittney presented his report which included highlighting ads in LA Parent, San Diego Magazine and Compass (a location managers magazine). She showed the new CCTC map, which includes ads for Visit Oxnard and Ventura County Coast, and the back cover of Adventure Sports Journal. We also have Highway 101 billboards up and will be included in the WVCBA's Dallas Cowboys Training Camp program.

We conducted two social media prize giveaways for Palomazo Music Festival and Chelita.

She presented the top social media posts for April and May and the statistics for our digital marketing campaigns.

She shared the web traffic reports for April and May.

She presented the PR report, highlighting the press release sent out for California Tourism Month. Sugar Beats and the Scarlett Belle were featured in stories in the Visit California Media Room. Visit Oxnard was awarded a 2025 Viddy Platinum Award for the “A Beat Apart” destination campaign. Pasadena Now was in Oxnard last weekend for a story, and Elizabeth is working to coordinate a shoot for NBC’s California Live Show in July.

Michelle presented the STR reports for April and May, which showed slight increases for Oxnard in Occupancy, ADR and RevPAR.

Next Board meeting will be August 27th at Zachari Dunes on Mandalay Beach.

Board Comments:

Hugo Centeno w/Churro Champ – They have added 3 new employees and had 64 events in the month of May. He hopes to be back in the ring by the end of the year.

Andy Conli w/West Ventura County Business Alliance – They are working on the Dallas Cowboys Training Camp program.

Erik Collay w/TownePlace Suites – TownePlace Suites opens this Friday

John Campbell w/Sespe Creek Distillery – They are currently working on the tasting room.

Mark Spellman w/Lazer Media – Fiestas Patrias will be on September 15 at Plaza Park and El Grito on September 16. Oxnard Ambassadors golf tournament on October 1st.

Randy Latimer w/Medallion Protective Services – They were a sponsor for Palamazo Music Festival and Downtown Oxnard Summer Concerts. Banana Festival is scheduled for September 27th.

Marissa Vanderwyck w/Staybridge Suites – Cowboys arriving June 20th.

Michael Tripp w/Channel Islands Harbor – They are hoping to go before the Coastal Commission on August 8th to present the final steps for Karl’s.

Ricardo Cubias w/Zachari Dunes on Mandalay Beach – They offer sunset tastings every Friday night and will be having an end of summer party in September. They have hired a new chef.

Kristina Brewer w/ RE/MAX Gold Coast Property Management – She has been open 15 years with 700 properties, and 100 are her vacation and corporate rentals.

Dolores w/Homewood Suites – Their renovation starts next month.

Gabe Teran w/Oxnard City Council – He and Councilwomen Perez are working together to start a youth academy.

Ashley Golden w/City Manager’s Office – The City budget was adopted. On July 1st, the multi-year agreement for Dallas Cowboys Training Camp will be presented to City Council.

Brian Tucker – Dallas Cowboys Training Camp VIP area will be hosted by Staybridge Suites with Ventura County Coast stepping back some. They are working on a drill down report from the Dean Runyan report for Oxnard. They are also working on a new forecast.

Adam Gonzalez – He encouraged the Board to get involved in Teatro de las Americas.

Steve adjourned the meeting at 10:23 a.m. without objection.

