

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, August 23, 2023
Zachari Dunes on Mandalay Beach**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:01 a.m.

Board members present: Millicent Bennett, Kristina Brewer, Steve Buenger, Juliana Finberg, Ashley Golden, Adam Gonzalez, Hutton John, Dolores Licon, Nancy Lindholm, Ben Ly, Bryan MacDonald, Stacy Miller, David Neel, Mark Spellman and Michael Tripp

Board members absent: Joe Cabral and Tony Dybeku

Also in attendance: Julie Buffo, President/CEO; Brittney Hendricks, Michelle Flippo and Daniel Cabrera, Visit Oxnard staff members, Elizabeth Maxim-Melgoza, PR Director for Visit Oxnard

Public in attendance: Brian Tucker with Ventura County Coast,

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The June 28, 2023, Board meeting minutes were reviewed and considered for approval. Stacy Miller made the motion to approve the minutes. Nancy Lindholm seconded the motion. Yes 12, No 0, Abstain 0 (Adam Gonzalez, Mark Spellman and Michael Tripp were not yet present)
2. Treasurer's Report: David gave the Treasurer's Report for June and July. June's Total Revenue was \$87K, \$9K over budget due to an increase in the projected OTMD funds. Brand Management was at \$59K and Office/Admin was \$29K for the month. Total Revenue for the fiscal year came in at \$965K which was slightly over budget. Net Operating Income for the year was at -\$147K but due to a \$162K rollover we ended the year with a small surplus. July's OTMD assessments came in slightly over budget. Net Income is under budget by \$4K. At the end of July there is \$508K in the bank. Stacy Miller made the motion to approve the Treasurer's Report. Nancy Lindholm seconded the motion. Yes 13, No 0, Abstain 0 (Adam Gonzalez and Mark Spellman were not yet present)
3. Nominating Committee Discussion: Gary Blum has submitted his resignation from the Visit Oxnard Board of Directors. Stacy made the motion to accept Gary's resignation. Nancy seconded the motion. Yes 13, No 0, Abstain 0 (Adam Gonzalez and Mark Spellman was not yet present)

INFORMATIONAL ITEM:

President/CEO Report: Julie recognized Michelle Flippo on her 10-year anniversary with Visit Oxnard.

She highlighted the important dates for the OTMD renewal including when the Annual Report and City Contract Renewal is scheduled in front of City Council.

She announced the date for the upcoming Visitor Guide Launch Party at Wagon Wheel Brewing Company on Wednesday, October 25th from 4-6 pm.

She reviewed the Organization Activity Report that is always included in the Board packet and explained how the Visit Oxnard team uses it to record all of their activities and projects. It includes everything from digital and online marketing, PR submissions, clips and press trips, print materials, outdoor advertising, sales and RFP recap, meetings, tradeshow and conferences we have attended and our collateral distribution. It is used in preparing our annual budget, annual report and to make sure no historical projects are overlooked.

She reported on the community events the team participated in, including the X-games' VIP event, Oxnard Fan Night and Dallas Cowboys Training Camp.

Michelle highlighted the meetings and group advertising that is running in the weekly CalSAE newsletter that will run the entire fiscal year with the capabilities of changing out the ad to keep up with changing trends and seasons.

She recapped her trip to New York for the Smart Women in Meetings Gala.

Brittney presented the quarterly report on the Madden Media campaign and the results as well as the quarterly SEO update with Torchlight.

She recapped Oxnard Fan Night activities and presented all the advertising campaigns for Dallas Cowboys Training Camp, including a full-page ad in 4 weekly issues of the VC Reporter, the LED billboards at The Collection, the static billboard on Highway 101, the WCBA Program guide ad as well as a half page ad in the Dallas Cowboys Yearbook. She also shared the results of social posts to drive awareness as well as the targeted campaign with Madden Media.

She highlighted the new summer seasonal page on VisitOxnard.com. A fall page is in the works.

She showed the full-page ad in the August CANADA Magazine – Travel & Lifestyle that included 336 6-second airings of a digital ad on the Gardiner Expressway at Exhibition Place for a week in August.

She presented the Web Site Traffic reports for June and July.

Visit Oxnard was a finalist for a coveted Destiny Award in the category: Integrated Marketing and Messaging Campaign: Overall Marketing Budget Under \$1 Million with U.S. Travel for our Oxnard Taco Trail promotional campaign including the short film, "A Taco Story".

Elizabeth presented the Public Relations activities for the last two months. They include a feature in Pasadena Magazine highlighting different boating excursions outside of Los Angeles. There were two TV interviews promoting Oxnard Fan Night and Dallas Cowboys Training Camp. Brittney was interviewed by KTLA and Daniel was interviewed by KEYT. We had some pickups from the VC Star and VC Reporter, KSBY-TV, Mambo in the Morning and Spectrum News.

Visit Oxnard collaborated with Somis Cowboys including a video that VCC had filmed promoting Training Camp that Daniel translated into Spanish and was posted simultaneously on the Somis Cowboys and Visit Oxnard social media channels. Visit Oxnard also collaborated with the Cowboys Can Fan Guys from Canada.

Oxnard Transit Center has a listing on the Pacific Surfliner's website that includes some things to do while in Oxnard.

She also showed some upcoming media opportunities.

Daniel highlighted the LocalHood Travel Stories top performing story for July.

He presented the Dallas Cowboys Training Camp winners for the Amtrak and VIP Experience Giveaways. He also showed the top social media post for June and July.

Julie presented the STR report for July included in the packet. Occupancy for July was 80.2% with an ADR of \$222.38 which is 9.5% higher than 2022 and a RevPAR of \$178.32. 23.3 % higher than last year.

The next meeting will be October 25, 2023, at Best Western Oxnard Inn.

BOARD COMMENTS:

Brian Tucker/Ventura County Coast – They have a new agency. The tradeshow program will start in November with Michelle and a representative from Islands Packers attending the National Tour Association show. Xgames had over 50K attendees and sold out of their merchandise. VCC is hoping for their return in 2024. DCTC VIP area saw 2K guests.

Michael Tripp/Channel Islands Harbor Department – the 2nd Annual Parade of Frights will be October 28th. Building on the hotel should start soon as they finalize the permitting process.

Nancy Lindholm/West Ventura County Business Alliance – September 15th is the annual Military Appreciation Dinner.

David Neel/Murphy Auto Museum – Wondercon 2023, a group of modelers, will take place at the museum on September 9th and they are expecting 500 people.

Mark Spellman/Lazer Media – Fiestas Patrias will be Downtown in Plaza Park on September 15-17th. They are working to try to bring back the parade on Saturday.

Juliana Finberg/The Collection at RiverPark – Rock The Collection concerts start tonight and the Burrata House in The Annex is now open.

Millicent Bennett/Residence Inn River Ridge – Renovation will start on 4 buildings on September 25th.

Steve adjourned the meeting without objection at 10:13 a.m.