

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, August 25, 2021
Zoom Meeting**

MINUTES

CALL TO ORDER:

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

Board members present: Jill Almonia, Gary Blum, Steve Buenger, Joe Cabral, Tony Dybeku, Adam Gonzalez, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, David Neal, Kim Recharte and Toby Valdez

Board members absent: Millicent Bennett, Ashley Golden, Dolores Licon and Stacy Miller

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

Public in attendance: Jeannette Sutherland and Brian Tucker w/ Ventura County Coast

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The June 23, 2021, board meeting minutes were reviewed and considered for approval. Nancy Lindholm made the motion to approve the minutes with changes. Joe Cabral seconded the motion. Discussion was made about the wording of the minutes pertaining to PPP funds. The decision was made to strike the line in question. Yes 11, No 0, Abstain 0 (Tony Dybeku was not on the call yet)
2. Treasurer's Report: Toby gave the Treasurer's Report for June and July. In the month of June, the OTMD assessments for the month were \$53K versus a budget of \$25K. The Gross Profit for the month was ahead by \$28K. The Tradeshow budget was over due to registrations and airfares for shows taking place in FY 21-22 having been purchased in June, earlier than budgeted. Public Relations is also over due to bringing on the PR contractor a month earlier to help with Dallas Cowboys Training Camp (DCTC). There is a new line item on the financials as Non-Taxable Income to represent the first PPP loan that was forgiven. Net Revenue was \$88K to a budgeted \$21K. Net Revenue for the entire year was \$121K. We ended the year with \$470K in the bank. July OTMD assessments collected were \$61K. The Concept and Creative Budget is over due to paying deposits to vendors for work that will be done, and was budgeted for, in September 2021. Video & Photography was under budget because several photoshoots were pushed to later in the year. Net Revenue for the month was \$41K. The Balance Sheet shows \$586K in the bank. Marilyn Miller made the motion to approve the financials. David Neel seconded the motion. A question was asked about the \$12k in Accounts Receivable for FY 20-21. Julie clarified that the amount was for Visit California matching funds for our Spring 2021 leveraged media co-ops that had not been deposited yet. Yes 12, No 0, Abstain 0.
3. Records Retention Policy Discussion: Julie presented the Records Retention Policy created with guidance from Civitas Advisors. Visit Oxnard does not currently have this type of policy, and it is

recommended that this policy be implemented. Nancy made the motion to approve the Records Retention Policy. Kim Recharte seconded the motion. Yes 12, No 0, Abstain 0.

INFORMATIONAL ITEM:

1. President/CEO Report - Julie welcomed the two new Board members, Jill Almonia and David Neel.

She shared some upcoming dates with the Board: Visit Oxnard's Annual Report to the City on Tuesday, September 21 and our first in-person Board meeting on Wednesday, September 22. She highlighted the new Board meeting schedule and Board member list included in the packet. She reported that both PPP loans have been forgiven.

Kip Turner with the Ventura County Department of Airports has resigned his position and his spot on the Board.

Preparation for a new Oxnard Visitor Guide has begun; steps taken include contacting current advertisers to renew their ads at no charge. The team will work to optimize the magazine as a more evergreen piece of collateral to give it a longer shelf life.

Visit Oxnard will be installing an HD camera at Marine Emporium Landing to offer a live feed of the Harbor on the website.

Brittney Hendricks will be taking over Julie's board seat on the Ventura County Lodging Association Board of Directors.

A search has begun for a new Visit Oxnard team member to serve in a position as Marketing Coordinator and Film Liaison. Resumes will be accepted through this Friday.

Brittney presented a report on DCTC. She showed some of the branded areas throughout training camp grounds and various initiatives and programs in which Visit Oxnard participated. She played the programmatic and geofencing ads used to drive awareness and drive web traffic to VisitOxnard.com before and during camp.

Courtney Freeman presented all the media coverage of Oxnard during DCTC playing a portion of Courtney's interview with KTLA and showed the information on the VIP Experience winner.

Brittney continued by reporting the summaries of results for our Forging Ahead Campaign with Ventura County Coast, our Expedia and Adara campaigns with Visit California and our "You Don't Know Oxnard" campaign.

She updated the Board on the changes in the Visit Oxnard Crisis Communications Plan.

Visit Oxnard's Press Kit has won a PRSA Image Award.

She presented the press trips that were hosted in June and July.

She presented the website traffic reports for June and July, showing a huge increase in page sessions year-over-year, with the highest growth in visits to our DCTC landing page.

Courtney reported on the tradeshow she attended over the last two months.

She showed the top social media posts for June and July.

She also presented the STR Report for July. The numbers are very promising.

The next General Board Meeting will be in person on September 22 at Embassy Suites.

BOARD COMMENTS:

Several board members expressed appreciation to the Visit Oxnard staff for their efforts over the last few months.

Gary Blum – 3 weeks into a renewed marketing effort for Downtown Oxnard.

Adam Gonzalez – Received very positive feedback from people who saw the KTLA interview.

Nancy Lindholm – Keeping up with regulations and getting the information out to businesses. They are continuing to work through the merger with the Camarillo Chamber of Commerce.

Marilyn Miller – Thanked Nancy and Steve for inviting her to participate in the Oxnard Leadership Academy's tour of the Harbor. An RFP is out for the Whale's Tail redevelopment due at the end of September. Mark Sandoval will be retired from his position at the end of the month, and interviews have been conducted this week for a new Harbor Director.

Tony Dybeku – Hoping for the final inspection on Waterside Restaurant next week. He is looking to open new locations of Honeycup Coffeehouse & Creamery – one location is opening in Dos Vientos, and he is looking to open another at Wagon Wheel.

Toby Valdez – Embassy Suites renovations are scheduled to start in September.

David Neel – Murphy Auto Museum's recent art gallery opening saw about 200 people come through in one evening. The museum is seeing pre-pandemic levels of attendance, approximately 25 guests per opening.

Jill Almonia – The Collection's first concert of the season is tonight. Bowlero and Red Door Escape Room have started hiring.

Brian Tucker – The HBO Hard Knocks production team was in Oxnard filming during DCTC. He updated the Board on past and upcoming tradeshow. VCC has rolled out a direct booking program in partnership with Visit Oxnard and is currently in the process of assisting Visit Oxnard in the creation of a custom widget to further drive bookings. He will soon announce some additional co-op opportunities that will be available to Visit Oxnard and surrounding cities.

Steve Buenger adjourned the meeting without objection at 10:11 a.m.