

Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, August 26, 2020
Zoom Meeting

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:03 a.m.

Board members present: Steve Buenger, Joe Cabral, Tony Dybeku, Ashley Golden, Adam Gonzalez, Dolores Licon, Nancy Lindholm, Marilyn Miller, Stacy Miller, Michael Pynn, Kim Recharte and Patty Tewes

Board members absent: Pearl Feist, Louis Haslett, Bryan MacDonald and Kip Turner

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

Public in attendance: Abel Magana with Oxnard Downtown Management District and Toby Valdez with Embassy Suites Mandalay Beach

PUBLIC COMMENT: Abel Magana with the Oxnard Downtown Management District gave some updates on Downtown Oxnard. A new restaurant, Sushi Way, just opened in downtown in partnership with Tacos Way. Many downtown restaurants have opened to outdoor dining. He invited the board to attend his monthly marketing committee meeting next Wednesday.

ACTION ITEMS:

1. Approval of Minutes: The June 24, 2020 board meeting minutes were reviewed and considered for approval. Marilyn Miller made the motion to approve. Nancy Lindholm seconded the motion. Yes 11, No 0, Abstain 0.
2. Treasurer's Report: Steve Buenger presented the June and July Treasurer's report. As much cash as possible has been conserved due to COVID. We are \$72K under budget in OTMD collections. Payroll was cut, brand management was down. The -\$129,200 represents the final payback to the City of Oxnard. As of end of July \$378k in the bank which includes the carry over from last year and a payment of \$175K from the city. The financials show deferred revenue which is the accruing of the payments from the city from a bookkeeping standpoint. There are no numbers in the budget column since it has not been approved yet. Nancy made the motion to approve the financials. Joe Cabral seconded. Yes 11, No 0, Abstain 0.
3. FY 20-21 Budget Review – Julie went over the new fiscal year draft budget. We will also do an extensive budget review mid-year. She discussed the projected income for the year including the contracted funds from the City of Oxnard, the projected OTMD funding and the roll over amount from FY 19-20. She is projecting a total of \$718K revenue. She reviewed how the OTMD funds will be split up in the budget. Next month we will start using the concept and creative services budget, but the current number are almost half of last year's budget. The Digital & Online Marketing budget includes the creation and launch of the new website. Trade shows and conferences are the biggest unknown until they can be rescheduled or take place online. We did include some money in Community Events support hoping that events will be able to start back

up soon. General and Administrative costs are at their bare minimum. The contingency budget was increased. That leaves \$63K that have not been allocated but will decide at the mid-year where those funds should go. Kim Recharte made the motion to approve the FY20/21 budget as presented. Ashley Golden seconded. Steve stated this is a very conservative budget which is what we should be working with at this time. Tony asked about the professional development budget and what that usually includes. We usually have a staff development day as a group, individual classes for the staff. Tony to call Julie with some suggestions. Yes 12, No 0, Abstain 0. (Dolores Licon joined the call for this discussion)

INFORMATIONAL ITEM:

1. President/CEO Report – Julie highlighted the accomplishments the staff has been working on including google analytics, task forces and committees. She showed the Oxnard feature on the Rediscover America website.
The Crisis Communication Plan was finished with input from Marilyn Miller and Bryan MacDonald. Brittney worked with several agencies to complete this project.
Visit Oxnard bought into a co-op with Visit California and Expedia, “Calling all Californians”. Visit Oxnard contributed \$35K with 20% matching funds from Visit California and matching impressions from Expedia.
Visit Oxnard also partnered with Ventura County Coast for a “Stronger Together” campaign. This included targeted ads that send visitors back to each city’s web site. She showed the videos that were included in this campaign.
Brittney Hendricks talked about the Visit Oxnard Responsible Travel blog. She showed the print ads purchased through a co-op through CCTC. Visit Oxnard is included in the CCTC Central Coast Map. We participated in the Oxnard Chamber of Commerce Directory with our map and we also shared our photography with them.
She highlighted our traffic reports for June and July, reminded the board that we had paused all paid marketing. We did spend some in July but with no DCTC our traffic is down. Beach inquiries are up.
She presented the design of the new web site, hoping to launch in November. As well as all the new featured blogs on our current web site.
She talked about the 20/21 Marketing Plan addendum to be combined with the 19/20 marketing plan.
Courtney highlighted the virtual conferences she has attended. She has joined the CalTavel Diversity & Inclusion Task Force as well as the SoCal DMO Network. She has seen an increase in RFP’s for 2021. She is also working on a CVENT Event Diagraming Certification.
The Visit Oxnard team participated in a beach cleanup day with Embassy Suites.
She also presented the top social media posts for June and July.

Steve mentioned the STR Report for June and July, he highlighted the occupancy rate that represented a 30% drop over last year. Oxnard’s ADR remains the highest in the county.

BOARD COMMENTS:

Nancy Lindholm – Chamber still working with businesses and the challenges they are having. Checking in with members. Staying politically active. Interviewing local candidates and their newsletter will highlight their findings soon,
Kim Recharte – Another utility box painted downtown near Xiello’s.
Adam Gonzalez – Realtor.com rated Oxnard as number 3 in the nation for indoor and outdoor activities.
Marilyn Miller –Fisherman’s Wharf project went before the Coastal Commission and was denied. Dave Sargent Planning will be working with a community committee to come up with a vision for Fisherman’s Wharf as well as other properties in the Harbor.

Patty Tewes – Increasing a little bit every month.

Toby Valdez – Exciting to hear Courtney will be attending trade shows. Business was strong for them over the summer. They are seeing a slight decline now.

Dolores Licon – appreciates everyone's hard work

Tony Dybeku – agrees with the research – still in touch with the county on a weekly basis for live entertainment

Brian Tucker – Oxnard is also beating the national average on the STR report. Oxnard is also leading the ADR rate. Xgames and Ventura are still in discussions. VCC will also be launching their new web site next week. They will be rolling out a direct booking system.

The Stronger Together campaign is showing some of the best click through rates ever.

Steve Buenger adjourned the meeting without objection at 10:20 a.m.