

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, August 27, 2025
Zachari Dunes on Mandalay Beach**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:05 a.m.

Board members present: Kristina Brewer, Steve Buenger, Julie Buffo (remote), Joe Cabral, John Campbell, Hugo Centeno, Erik Collay, Andi Conli, Ashley Golden, Randy Latimer, Glenda Rivera, Mark Spellman, Gabe Teran and Michael Tripp

Board members absent: Juliana Finberg and Marissa Vanderwyck

Also in attendance: Brittney Hendricks, President/CEO, Daniel Cabrera, Elizabeth Maxim Melgoza and Michelle Flippo (remote) – Visit Oxnard staff members

Public in attendance: Brian Tucker w/Ventura County Coast

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: June 25, 2025, Board meeting minutes were reviewed and considered for approval. Joe Cabral made the motion to approve the minutes. Mark Spellman seconded the motion. Yes 13, No 0, Abstain 0 (Glenda Rivera had not yet joined the meeting.) A change needs to be made to the minutes concerning the date of the Oxnard Ambassadors golf tournament from October 4 to October 1.
2. Treasurer's Report: Michael Tripp gave the Treasurer's Report for June and July. Total Revenue for June was \$106.9K. Brand Management expenses were \$59.5K. Office and Admin expenses were \$11.5K. Year End Total Revenue was \$1.23M with Brand Management expenditures at \$980.1K and Office & Admin expenses at \$226.7K. For the month of July, Total Revenue was \$109.7K with Brand Management at \$106.2K and Office and Admin at \$24.5K. At the end of the month, cash on hand plus receivables were \$565K. Kristina Brewer made the motion to approve the Treasurer's Report. Andy Conli seconded the motion. Yes 13, No 0, Abstain 0 (Glenda Rivera had not yet joined the meeting)
3. Adopt Amended OCVB Bylaws: Brittney reviewed the amendments made to the Bylaws. The Executive Committee had worked with Civitas to update the Bylaws to a more current template, replacing the previous version from 2018. Key changes included reducing the absence policy to a maximum of three missed meetings per year (given the reduction to six general board meetings annually), permitting directors to be elected mid-year, and moving certain conflict-of-interest and indemnification language into a forthcoming Board agreement. The revised Bylaws were circulated in advance on August 19 as required. Gabe Teran requested that a red-lined version

be shared for review. He made the motion to approve the Bylaws amendments. Hugo Centeno seconded the motion. Yes 13, No 0, Abstain 0 (Glenda Rivera had not yet joined the meeting)

INFORMATIONAL ITEM:

President/CEO Report: Brittney reviewed the Fiscal Year 2025–26 Marketing Plan. Highlights included a recap of the prior year's accomplishments, a review of travel spending data, new hotel openings and renovations, strategic priorities and key marketing campaigns. The plan outlined paid, earned and owned media strategies, including a major website redesign, new social media approaches, PR initiatives and meetings and group sales efforts. The plan also emphasized industry relations, the City's film permitting efforts and continued roll-out of the wayfinding signage project. The Dallas Cowboys Training Camp was highlighted as a signature annual event, with significant promotional efforts and strong community engagement.

She congratulated Erik Collay and his team for the opening of TownePlace Suites in June. Courtyard by Marriott opened under their new flagship as Holiday Inn in June as well.

She gave details of Dallas Cowboys Training Camp and Oxnard Fan Night.

Our Visitor Guide Launch Party is schedule for October 23rd at Sespe Creek Distillery.

She reported on the community events she attended.

She discussed the approved VCC 20% funds and how they were used.

She presented the tourism statistics for Oxnard for 2024.

Michelle discussed a recent tradeshow she attended where she conducted 29 one-on-one appointments with faith-based tour operators. She was also reported on a recent opportunity utilizing VCC 20% funds where we were able to film an episode of Sportfishing with Dan Hernandez. He will come out later this month to film a cooking segment to add to the episode.

Daniel presented the web traffic reports for June and July and discussed our SEO Numbers. He also highlighted the top social media posts for June and July.

He discussed the different types of advertising that were done to promote Dallas Cowboys Training Camp.

He also presented other ads and updates to our website and some community events that the team attended.

Elizabeth reported on earned media coverage, including television appearances, NBC's California Live segments and placements in national publications. She sent out a press release on Oxnard's new and renovated hotels. Brittney played several segments of her and Daniel promoting Dallas Cowboys Training Camp on broadcast TV.

She was also able to bring out someone from Pasadena Now to report on Zachari Dunes, the Taco Trail and other highlights.

Brittney presented the STR report indicating that June occupancy in Oxnard was 65.6%, with an ADR of \$194.23 and RevPAR of \$127.40. July occupancy was 78.6%, ADR \$211.44 and RevPAR \$166.12, with slight year-over-year declines in ADR but steady occupancy.

Next Board meeting will be October 22nd at Hilton Garden Inn.

Board Comments:

John Campbell w/Sespe Creek Distillery – He will be taking a trip to Dallas and would like to take some Oxnard swag with him.

Hugo Centeno w/Churro Champ – They have added 2 new employees and have completed over 300 events this year.

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

Randy Latimer w/Medallion Protective Services – Banana Festival is scheduled for September 27 and they will be having some new experiences this year. He is also working with .Paak House.

Kristina Brewer w/ RE/MAX Gold Coast Property Management – She was nominated for Best Property Management for Ventura County Star. They are one of the sponsors of the Chowderfest on September 14. They are fully booked for Labor Day.

Michael Tripp w/Channel Islands Harbor – Karl's was approved by the Coastal Commission.

Ashley Golden w/Oxnard City Manager's Office – International PAL Boxing Tournament will be in Oxnard on September 29 – October 4. They are scheduling program overviews for different City departments to keep the residents and new City council members informed. They are going out for bid for signs for the renaming of the Transit Center.

Glenda Rivera w/Zachari Dunes on Mandalay Beach – They are sold out for the holiday weekend. They have a lot of weekend activities. They are currently working on their new menu for the fall. They won a prestigious award from Hilton and are on track to win again for 2025.

Andy Conli w/West Ventura County Business Alliance – Military Appreciation Mixer will be held at the Channel Islands Maritime Museum. They will be holding a ribbon cutting at TownePlace Suites on September 10. September 25, they will be having a mixer at Wagon Wheel Brewing Company, and October 10 is the Military Appreciation Dinner. They will be combining the Oxnard and Camarillo business awards, and it will be held at Levity Live.

Brian Tucker w/ Ventura County Coast – VCC promotes over 35 area demand driving events. He reported on the economic statistics of tourism in Ventura County.

Erik Collay w/TownePlace Suites – He commented on length of stay of guests at TownePlace who come for sportfishing.

Gabe Teran w/Oxnard City Council – He and Councilwomen Perez completed 7 sessions with the youth academy they started. The closing ceremonies were on August 1 with presentations.

Steve adjourned the meeting at 10:29 a.m. without objection.

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