

**Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, September 22, 2021
Zoom Meeting**

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:04 a.m.

Board members present: Jill Almonia, Millicent Bennett, Gary Blum, Steve Buenger, Joe Cabral, Tony Dybeku, Ashley Golden, Adam Gonzalez, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Stacy Miller Kim Recharte and Toby Valdez

Board members absent: David Neel and Marilyn 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 and Lauren Bennett

PUBLIC COMMENT:

Toby Valdez presented the plans for the upcoming renovations to the Embassy Suites Mandalay Beach Resort & Hotel which will become the Zachari Dunes at Mandalay Beach from the Curio Collection by Hilton.

ACTION ITEMS:

1. Approval of Minutes: The August 25, 2021, board meeting minutes were reviewed and considered for approval. Bryan MacDonald made the motion to approve the minutes. Nancy Lindholm seconded. Yes 14, No 0, Abstain 0
2. Treasurer's Report: Toby gave the Treasurer's Report for August. The OTMD assessments for the month were \$69K and over budget by \$15K. Tradeshow will fluctuate over the next few months as shows cancel and reschedule. Total expenditures were \$39K and net revenue was \$54K for the month. Fiscal Year-to-Date total revenue is \$179K. Adam made the motion to approve the Financial Report for August. Stacy Miller seconded. Yes 14, No 0, Abstain 0.

INFORMATIONAL ITEM:

1. President/CEO Report - Julie welcomed Lauren Bennett who will start as Visit Oxnard's Marketing Coordinator & Film Liaison on Tuesday. The entire Visit Oxnard team was able to attend the California Travel Association awards dinner last week to accept their Great Workplace Award. Julie reviewed Visit Oxnard's Annual Report to the City Council that she gave last night. Also, ARPA funding requests came before the council. We had two requests before the council. Visit Oxnard's request of \$436K for specific marketing efforts was approved. The second request of starting a wayfinding program was shelved until May 2022 for consideration.

Julie praised Brittney for her work on the FY 21-22 Marketing Plan that Brittney then presented to the Board. This plan focuses on economic recovery and growth after the COVID pandemic. She went through the plan page by page with the Board.

Brittney reported on the results of the Forging Ahead Campaign for August.

Visit Oxnard hosted 3 press trips in the months of August and September.

She also presented the Website Traffic Report.

Courtney Freeman presented an update on the work done by the West Coast DMO Alliance and their introductory roadshow attended by 75 meeting planners.

She reported on the ESTO trade show she attended and informed the Board of some meetings-focused media from August.

She showed the top social media posts for the month of August.

She discussed the STR report results. ADR is higher than it was in August 2019, which is impressive.

Julie highlighted the reopening of the Waterside Restaurant. Tony gave a report on the opening.

The next General Board Meeting will be virtual on October 27, 2021.

BOARD COMMENTS:

Several board members congratulated the Visit Oxnard team on their CalTravel award.

Adam Gonzalez – Relayed a story about someone he knows from New York City that is moving to Oxnard. He attributes the decision to the marketing of the City of Oxnard.

Nancy Lindholm – The WVCBA has hired a new Operations Manager. They are currently working on a rent control issue for the City of Oxnard

Jill Almonia – The Collection is preparing for Bowlero to open next month. Copper Blues will also reopen. Their monthly Kids Club will host Donald Duck and Goofy in October.

Kim Recharte – Commented on a statement made last night at the City Council meeting about how Visit Oxnard's marketing efforts have created a sense of pride in residents.

Brian Tucker – Expressed that he is very proud of the Lodging Connect Partner Program, which is currently live on the Visit Oxnard website. It is a booking engine where all the proceeds go to the hotels and not a third party. Ventura County Coast has started discussions with Dean Runyon to once again do a VisaVue study on the region.

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