

Oxnard Convention & Visitors Bureau  
General Board Minutes  
Wednesday, September 23, 2020  
Zoom Meeting

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:02 a.m.

Board members present: Steve Buenger, Ashley Golden, Adam Gonzalez, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Stacy Miller, Michael Pynn, Kim Recharte, Patty Tewes and Kip Turner

Board members absent: Joe Cabral and Tony Dybeku

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: Millicent Bennett with Residence Inn River Ridge, Gary Blum with Downtown Oxnard/Heritage Square and Toby Valdez with Embassy Suites Mandalay Beach and Victor Dollar with Brighton Management

PUBLIC COMMENT: Gary Blum presented the changes for this year's holiday events in Downtown due to COVID. There will be no parade, no tree lighting, and no holly trolley tours as in the past. The City kept the holiday events in their budget. It has been decided to move forward with the Tree lighting in a new way. They are working on a Virtual Tree Lighting where anywhere in the city you would know the tree is lit. The Christmas Parade is paid for by the entry fees and various funding measures. Gary received input from other cities and would like to conduct a Drive Through parade with stationary floats or stations in downtown on your way to Christmas Tree Lane. Residents want to continue Christmas Tree Lane in a safe way this year. He will present their ideas to the County for approval. They may also change the exhibit under the tree at Plaza Park and possibly expand Christmas Tree Lane.

Bryan MacDonald as a resident on Christmas Tree Lane feels this is a good event to have. The dynamic is different from Halloween and feels it would be able to be done safely.

Kim Recharte complimented Gary on the innovation of these projects. She would like to come up with a way for the sponsors to benefit from their contribution.

ACTION ITEMS:

1. Approval of Minutes: The August 26, 2020 board meeting minutes were reviewed and considered for approval. Marilyn Miller made the motion to approve. Bryan MacDonald seconded the motion. Yes 9, No 0, Abstain 1 – Kip Turner.
2. Treasurer's Report: Steve Buenger presented the August Treasurer's report. The Balance sheet for August 31 show \$107K plus the city funds in the bank. The deferred revenue is because we are accruing the city funds. Digital and online marketing for the Expedia Campaign was a large expense paid in August but budgeted in September. Bryan made the motion to approve the financials. Stacy Miller seconded. Yes 10, No 0, Abstain 0.
3. Nominating Committee Report – Pearl Feist with Residence Inn has taken a position at the Four Points in Ventura and Millicent Bennett is now the General Manager in Oxnard. The Nominating

Committee would like her to take Pearl's place on the Board of Directors. Gary Blum from Downtown Oxnard is an addition that the Board needs. Louis Haslett with Embassy Suites has also taken a new position out of Oxnard and the new General Manager would like Toby Valdez to take his place on the board. Nancy Lindholm made the motion to accept all Board nominations. Marilyn seconded. Yes 10, No 0, Abstain 0.

4. Visit Oxnard Organizational Structure Discussion – Julie Mino is relocating out of the area. She has agreed to take a long transition period of up to a year. They have divided up the transition into quarters. We are looking to promote within for Julie's position. Brittney will be taking over Julie's responsibilities slowly quarter by quarter and Michelle and Courtney would take on more responsibilities. If for some reason the plan is accelerated Julie has agreed to cut the transition short. After the transition, if our economy is back, we will look at hiring more staff if necessary. Nancy agreed with everything Steve said. In her years she has never seen the Visit Oxnard team work so well. Bryan thanked Julie for all she has done. Stacy begrudgingly made the motion. Bryan seconded. Yes 11, No 0, Abstain 0. (Dolores Licon joined the call in time for this vote.)

#### INFORMATIONAL ITEM:

1. President/CEO Report – Visit Oxnard won the 2020 Best Place to work from the Oxnard Chamber of Commerce. Earlier in the year they were also awarded the same honor by Pacific Coast Business Times and Cal Travel. The Virtual Awards Ceremony will be on October 8 at 4:00 pm.  
Brittney Hendricks – In August Visit Oxnard partnered with Visit CA & Expedia and she discussed the results. She also presented the current results of the Stronger Together Campaign with Ventura County Coast.  
She highlighted the web site traffic report for August.  
Courtney Freeman presented some meeting industry changes and statistics as well as hotel trends. She talked about when the industry feels meetings will resume next year.  
She presented the top social media posts for the month.

#### BOARD COMMENTS:

Gary Blum – Honor to be back on the board

Toby Valdez – mentioned Hilton made some transitional movements throughout the country. Louis took a position with a Hilton property in Phoenix. Ben is from the Embassy Suites in San Francisco. His first week was last week.

Nancy Lindholm – Business advocate of the year is Ashley Golden. Brian Tucker will be the MC of the Chamber Business Awards. For the upcoming election the Chamber has not taken a position on Measure E but a strong position against the Aaron Starr measures. They have endorsed Bryan MacDonald, Oscar Madrigal and Vianney Lopez for City Council.

Marilyn Miller – has been on the board off and on for several year and has never seen the organization as never run so well and so effective.

Ashley Golden – Thanked Nancy for covering the ballot measures.

Kim Recharte – Downtown Banners installed.

Patty Tewes – Congratulations to Ashley and Julie. She likes the idea of transition and promotion within.

Millicent Bennett – Congratulated Julie. She looks forward to working with the team and happy to be back in Oxnard.

Adam Gonzalez – Congratulations Julie. The Visit Oxnard team has created a great brand for the City of Oxnard.

Victor Dollar – The Lodging Association will miss Julie and complimented the Visit Oxnard Team and will work with the team through this transition.

Brian Tucker – Complimented the team and the regional culture that we have inspired. VCC just recently launched their new regional web site.

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