

Board of Directors Meeting
Oxnard Convention & Visitors Bureau
Wednesday, April 24, 2019
Larsen's Grill
590 Town Center Dr, Oxnard, CA 93036

Board Members in Attendance: Otto Kanny, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Chelsea Reynolds, Ashley Golden, Robert Wagner, Jorge Rubio, Michael Pynn, Christian Hellot, Kim Recharte and Patty Tewes

Regrets: Peter Crabbe, Dr. Cynthia Azari, Joe Cabral and Dolores Licon

Staff in Attendance: Alyce Bosacki, Michelle Flippo and Julie Mino

Public in Attendance: Steve Buenger, OCVB Board Advisor, Brian Tucker w/Ventura County Coast, Tony Dybeku w/Waterside Restaurant, Lauren Nguetta and Ruslan Kazkenov both with Cal State University-Northridge

Call to Order: Vice-Chair Christian Hellot called the meeting to order at 9:03 AM.

- I. **Public Comments:** No public comments but introductions were made.
- II. **Consent Agenda:** Jorge Rubio made the motion to approve the minutes. Nancy Lindholm seconded, and the motion carried.
Treasurer's report – Balance sheet no longer shows the security deposit from The Collection. The check has been received. Profit & Loss Statement - we are ahead of our budget year to date by approximately \$16k. Otto Kanny made the motion to approve the Treasurer's report. Jorge seconded, and the motion carried.
- III. **President/CEO Report:** Julie highlighted the meetings she has attended in the last month as well as the trade shows that Alyce has attended. The Destination Reel that will be coming out soon had its last shooting last night. The video will be out in time for the Strawberry Festival. There have been a couple travel influencers in Oxnard. Julie has also been interviewing accountants since the current OCVB bookkeeper, Toni Morris, will be retiring at the end of June. PAL Boxing will be hosting an Olympic qualifier in Oxnard in November. The initial site visit is scheduled for this week end and then Alyce will be preparing the RFP to send out to the hotels. The OCVB will be hosting DCG, our Visitor Guide publishers, for a fam tour next week.
At the May OCVB General Board meeting Civitas will be conducting a Brown Act refresher course for the board as well as the TMD Committee.
Alyce and Julie will be attending IPW in June which is one of the largest tradeshow.

Visit Oxnard was awarded one of the “Best Places to Work in the Central Coast” by Pacific Business Times.

Wendy Alexander was in Oxnard filming her show, Wine, Dine and Travel which is on KTLA 5 and its affiliates in over 300 markets. Her segment will be out in early May. She highlighted Channel Islands Parasail, The Shores Restaurant, Copper Blues and Sespe Creek Distillery. Lindsay and Meg Cale, LGBTQ travel influencers, were also here. They have 27k Instagram followers and 20k visits to their website blog. They were here for 4 nights and visited over 26 OCVB partners. Janis hosted a press trip back in January for Ventre magazine and we received a 10-page spread in their current edition of their magazine. Brittney Hendricks has been promoted to Director of Marketing and Communications. She has also joined the Homeless Task Force Committee with Cal Travel.

We finished our advertising push for the new Visitors Guide with 67 partners and brought in about \$2,000 more than last year.

Julie presented the Expedia campaign that OCVB has partnered with Visit California to fund. The National PAL Boxing Organization is holding an event in LA next month with all 250 Pal Chapters in attendance, so we took out a full-page ad in their program welcoming them to the upcoming Olympic qualifier being held in Oxnard.

As a Strawberry Festival sponsor the OCVB has several complimentary general admission and VIP tickets. Julie offered those tickets to the board members.

Parkway Accountants is the accounting firm that has been chosen to take Toni Morris' place when she retires.

The OCVB will be going out to RFP for a marketing agency next week.

IV. VCC Update/STR Report: Christian presented April's STR report. Year over year numbers have grown.

Brian Tucker with Ventura County Coast and Dan Mishell with Runyon and Associates recently presented to Visit California about the Visa Vue data that they receive and how it is analyzed and used to help with marketing decisions.

New Business: Michelle Flippo passed around a sheet with next fiscal year's board meeting dates and asked members to volunteer to host a meeting.

Steve Buenger requested an update on the TMD. The OTMD Committee will have their first meeting on Monday, May 6th at the Courtyard by Marriott. The committee will discuss the preliminary budget and also select a chairperson. Fund collection began on April 1. We should see our first deposit in June. Julie also reminded the board that due to the current contract with the City we have to pay back any funds we collect from the TMD to the City through June 2019. Nancy asked about the cost of hiring Civitas and if the OCVB would be reimbursed through TMD funds for that. The charge for Civitas was in the budget and will not be reimbursed. The city is working with us on the timing of repaying those funds.

V. Board Comments:

Tony Dybeku w/Waterside Restaurant – introduced himself. He is willing to help wherever needed. He has placed a half page ad in our new Visitors Guide. The Waterside patio and kitchen are currently undergoing renovations and hopes to have the patio finished by the beginning of May.

Steve Buenger – Channel Islands Parasail is doing really well even with the rainy weather. Harbor is extremely busy right now.

Otto Kanny – 2 months from retiring. RFP for management of the Golf Course went out and responses are due tomorrow. 8 companies attended a preview.

Chelsea – A lot of events coming up at the PACC. Aziz Ansari on June 26th, Jeff Dunham on June 1, Manhattan Transfer on July 12th, Russian Ballet on September 26th, Film festival w/Oxnard College – Sight & Sound – Vintage Mexican Film Week – July 15th. An RFP for Arts in Public places grant will come out on May 6th. They are still soliciting jurors.

Brian Tucker – Big Marketing meeting coming up this week. The current markets that VCC is targeting are the Central Valley, Northern California for Grow Markets, Arizona and Nevada for Build Markets as well as looking at the Northeast Coast, and Southern California for the Protect market. VCC and OCVB will be working together to plan out Dallas Cowboys Training Camp.

Christian – Hotel renovation plans have been approved and will start September 2020 and will be an 8- or 9-month project.

Town Place Suites should be January 2021.

Bryan MacDonald – May 5th Malo will be performing at Magnavino Wine Cellars. The City is in preliminary discussions with a developer that would like to start some projects downtown. He also voiced some concerns about the homeless situation.

Kimberly – Downtown Cruise night returns on May 10th. Utility Boxes are being painted Downtown.

Nancy – City's Housing and Economic committee meeting is coming up where Jeff Lambert should approve the permitting process. The State of the City Address will be held on June 7th at Embassy Suites.

Michael Pynn – Cheesecake is now open at The Collection. They still have 47K square feet to be filled.

VI. Adjourn at 10:03 am