

Board of Directors Meeting
Oxnard Convention & Visitors Bureau
Wednesday, May 29, 2019
Oxnard Airport
2889 W 5th St, Oxnard, CA 93030

Board Members in Attendance: Otto Kanny, Nancy Lindholm, Bryan MacDonald, Ashley Golden, Jorge Rubio, Christian Hellot, Kim Recharte, Patty Tewes, Peter Crabbe, Joe Cabral, Dolores Licon and Pearl Feist

Regrets: Marilyn Miller, Chelsea Reynolds, Michael Pynn and Robert Wagner

Staff in Attendance: Brittney Hendricks, Michelle Flippo and Julie Mino

Public in Attendance: Steve Buenger, OCVB Board Advisor, Brian Tucker w/Ventura County Coast, Kip Turner w/Oxnard Airport, Nichole Farley w/Civitas Advisors and Ruslan Kazkenov w/Cal State University-Northridge

Call to Order: Chairperson Joe Cabral called the meeting to order at 9:04 AM.

- I. **Public Comments:** No public comments but introductions were made.
- II. **Consent Agenda:** Nancy Lindholm made the motion to approve the minutes. Kim Recharte seconded, and the motion carried.
Treasurer's report – As of April 30th there is \$172K in the bank but there are plans for where those funds will go. We are currently \$25k ahead of budget. Bryan MacDonald made the motion to approve the Treasurer's report. Jorge Rubio seconded, and the motion carried.
- III. **Brown Act Refresh Training by Civitas Advisors:** Nichole Farley with Civitas presented a high-level overview of the California Brown Act and Public Records Act. She discussed how the OCVB should conduct their meeting and also how Board members should and shouldn't communicate with each other. The Tourism Marketing District is an Owners' Association and is considered public funds managed by a private entity thereby must follow the rules of the Brown Act. She discussed the basic requirements but that does not apply to adhoc committees, committees with a single purpose and an end date. A meeting is any time a majority of the board members get together to discuss business. It does not include conferences, special events and social gatherings. Nichole advised the board to never reply all to emails sent to the entire board even if it is just an RSVP. Agendas must be posted at the site the meeting is being held at. We currently do not follow that practice but will in all upcoming meetings. Recent changes to the Brown Act require that whatever is decided in closed session regarding executive compensation be discussed orally at an open meeting before it is approved.

California Public Records Act – anyone wanting access to documents related to the Tourism Marketing District may request those documents. The request must come in writing and describe the documents they are looking for. The OCVB has 10 days to respond. Civitas is currently creating a Public Records Policy for the OCVB.

IV. President/CEO Report: Julie highlighted the meetings she has attended in the last month.

- DCG FAM Tour & Edit Meeting for upcoming Visitors Magazine
- Several meetings discussing Dallas Cowboys Training Camp
- OTMD first Committee Meeting discussing preliminary budget was held
- Met with Kip Turner and Jorge Rubio with the Department of Airports
- Housing & Economic Development Committee Annual Report Presentation as well as the OCVB Annual Report to City Council
- Pacific Coast Business Times Hall of Fame Event

Julie will be attending IPW, an international tradeshow, in conjunction with VCC at the end of the month. She will also attend the CalTravel Spring Board meeting in June and will be presenting to the Oxnard Rotary Club.

Alyce Bosacki is no longer with the organization. A Group Sales Manager position has been opened and we hope to have that filled by the middle of June.

Brittney Hendricks introduced the OCVB's new destination reel and the board viewed the new video. We will also have several 15 second videos of various attractions that will be coming out in the next month.

The City Council unanimously approved a five-year agreement with the OCVB starting with FY 2019-20. Julie highlighted the funding amounts for the next 5 years. Per the current contract between OCVB and the city any TMD funding collected in 18-19 must be repaid to the City. The payback schedule was presented.

May is California Tourism Month and to promote this Brittney added a page to our website with the information on why travel matters to Oxnard including the Ventura County Tourism Economic Impact Report, info Graphs as well as interviewing local businesses to see what travel means to them.

The OCVB has gone out to RFP for a new Marketing Agency. Proposals are due this Friday and will be awarding the new agency on June 26th to begin on July

Dallas Update – The OCVB staff and VCC have been working closely with the Dallas Cowboys Marketing team on the marketing plan for this year's training camp. Verdin (VCC's marketing firm) is handling the concept and creative process. Julie highlighted the current plan as well as the marketing push that VCC and Oxnard will be putting extra funds behind. There will be an ad in D Magazine and the Oxnard Chamber program. There will be a contest including airfare, hotel stay and VIP access. The OCVB will be taking over the LED board at the Collection as well as the 101 billboard.

Expedia Update - \$30K campaign that was doubled by Visit California Julie presented a domestic recap. The international recap will come later. The campaign ends June 1. \$110k in revenue currently booked with our hotel partners domestically so far.

V. VCC Update/STR Report: Julie presented the numbers that were reported for the last quarter of 2018 on the Visa Vue report.

Christian presented May's STR report. Year over year numbers were down due to the fact

that last year several Ventura and Camarillo properties were undergoing room renovations.

VI. New Business: None

VII. Board Comments: Peter Crabbe – Father’s Day wooden boat show w/classic cars on June 16th, August 4th is Chowderfest. The third Thursday is free day at the museum. The current exhibit is Marine Megatropolis.

Jorge Rubio – economic benefit study for the airports is in the works. \$54 million to the local economy on a yearly basis.

Nancy Lindholm – The Chamber is hosting the State of the City address one week from Friday at the Embassy Suites

Christian Hellot – Hilton’s 100th anniversary is today

Ashley Golden – the city budget cuts do affect the OCVB board budget. If the budget is approved the city’s entire PIO department will be let go. The city is working with the staff of the PACC to figure out a way to keep them open at least through the end of the calendar year. The City will not be funding the Harbor’s fireworks this year, but funds have been received from another source and the event will continue. The press release will go out later today.

Otto Kanny – The City is in negotiations w/American Golf Association to take over the golf course and should take place by July 1.

Adjourn at 10:24 am