

Oxnard Convention & Visitors Bureau  
Executive Committee Minutes  
Tuesday, January 21, 2020  
Marine Emporium Landing  
3600 Harbor Blvd, Oxnard, CA 93035

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 10:02 a.m.

Committee members present: Nancy Lindholm, Ashley Golden, Dolores Licon and Steve Buenger

Committee members absent: Joe Cabral

Also in attendance: Julie Mino, President CEO and Michelle Flippo, staff member

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The November 18, 2019 committee minutes were reviewed and considered for approval. Ashley Golden made the motion to approve. Nancy Lindholm seconded the motion. Yes 4, No 0, Abstain 0.
2. Treasurer's Report: Nancy presented the November and December Treasurer's Report. There is \$155k in the bank. Accounts receivables are down. Looking at the 6-month budget, revenues are ahead of budget by \$52k and total expenses are under budget by \$48,500. Net income is \$105k. Julie will ask for feedback from this committee on the midyear budget later in the meeting before it is presented to OTMD Committee for approval to send to the full board in February. We did receive more OTMD funds than expected. We had budgeted \$426K and we are currently at \$484k. The first payback to the City came out in January. Nancy asked about the expense for the auditors. That expense will come out of January this year. Ashley made the motion to approve the financials. Steve seconded the motion. Yes 4, No 0, Abstain

INFORMATIONAL ITEM:

1. Mid-year Budget Discussion - OTMD assessed scheduled payments are estimated at \$817K instead of the budgeted \$783K. Since we received an increase in the OMTD funds, our payback to the city will be \$193, 800. The first payment was made in January. Payments will also be made in April and June.  
Concept and Creative is about \$6K higher due to rebranding and additional marketing and redesign elements.  
Certified Folder is down. We used VCC Funds for a larger amount to cover some of these costs. The same with our promotional merchandise.  
The Public Relations Budget will go down. Our PR consultant will be going to an as needed basis instead of the monthly retainer agreement that we currently have. We will be utilizing a program

called TravMedia to help us send out press releases on a greater National level as well as notifying us of press writers in the area.

Trade Shows/Conferences will increase. Now that Courtney is on board, we have a finalized plan and know what our hotels need and what shows she should attend.

Community Events and Collaborative Support will increase due to several events. We usually ask VCC for 100% of the sponsorship for Strawberry Festival. This year we will be splitting the sponsorship with them. We would also like to sponsor a local boxer, Hugo Centeno, Jr. There is a new music festival coming to Oxnard called Rise Festival at Oxnard Beach Park. They have already acquired a huge room block at Embassy Suites.

Brand Redesign and Refresh was a little higher than expected. Nancy asked about the increase under conferences. Julie explained that is to cover some additional travel for Brittney Hendricks who has joined some committees for CalTravel and Visit California.

Discussion was made about Contingency for Sales and Marketing for ad hoc opportunities that may come up.

Sales & Marketing/Brand Management went from \$662K to \$687K which is 71% of the total budget.

Under Administration & Operations there aren't too many changes. Professional development and training are down. We were able to take advantage of some in house training. Total admin went from \$259K to \$260K which is 27% of the total budget.

2. President/CEO report – Julie highlighted the meetings/events she and the staff had attended since November. A list is included in the packet. A lot of filming was done to cover the holiday events. Michelle and Brittney are working closely with Tempest on the web site redesign scheduled to launch in May. Julie was asked by Chief Whitney to sit on the Board of the Oxnard Police Community Foundation, a newly formed non-profit. The Visit Oxnard staff, and Economic Development department met to brain-stormed ideas to work together. The staff also toured the Museums of Ventura County.  
The Visit California Outlook Forum is coming soon. Visit Oxnard is submitted for consideration of two awards.
3. Short Term Rentals Discussion – A gentleman with Vacasa Rental Group inquired about the possibility of voluntarily paying the OTMD assessment. His entity currently manages 13 short term rentals in Oxnard with more coming online soon. Discussion was made about how to move forward with this request. The Coastal Commission meeting will be held in Oxnard in April. Ashley suggested he talk with Jeff Lambert with the City. Discussion was also made about how you would promote these types of properties since it would be different than promoting the hotels. The committee feels in this situation we should wait until the decision from the coastal commission and then to discuss with the OTMD committee.

#### COMMITTEE COMMENTS:

Ashley Golden – The city has agreed upon a 2-month extension of the PACC meeting rooms with the PACC Board of Directors. They are also in negotiations with Sterling Ventures to take over the auditorium and possibly work with the PACC Board for the rest of the facilities.

Steve adjourned the meeting to closed session without objection to discuss the CEO annual review at 10:40 a.m.

Closed Session adjourned at 11:53 a.m.