

Oxnard Convention & Visitors Bureau  
Executive Committee Minutes  
Monday, October 21, 2019  
Marine Emporium Landing  
3600 Harbor Blvd, Oxnard, CA 93035

MINUTES

CALL TO ORDER:

Chair Joe Cabral called the meeting to order at 10:06 a.m.

Committee members present: Joe Cabral, Ashley Golden, Otto Kanny and Nancy Lindholm

Committee members absent: None

Also in attendance: Julie Mino, President CEO; Michelle Flippo, staff member; Steve Buenger, Board advisor

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The September 16, 2019 committee minutes were reviewed and considered for approval. Nancy Lindholm made the motion to approve. Otto Kanny seconded the motion. Yes 4, No 0, Abstain 0.
2. Treasurer's Report: Nancy Lindholm presented the September Treasurer's Report. The Committee is happy with the combined and condensed versions of the financial reports There is \$159k in the bank. She had a few questions. There is \$39k in receivables. Julie explained that was money spent for Dallas Cowboys Training Camp that will be reimbursed by Ventura County Coast. There is also \$89k in accrued revenue that was not on the balance sheet last month. That is for money the city collected for OTMD funds. Discussion was made about the best way to call out these funds. The suggestion was made to change the item to OTMD receivables. Otto requested that we fix the formatting issue under Employee related liabilities. It is somewhat confusing in its current state. Nancy also mentioned that last month she questioned the Web site refresh expenses being over budget but now we can see that is starting to recoup. Otto made the motion to receive the financials with the corrections. Joe seconded the motion. Yes 4, No 0, Abstain

INFORMATIONAL ITEM:

1. Nominating Committee Discussion – Discussion was made about the changes that will need to be made to the Executive Committee in January 2020. Otto will be terming off the board and Steve Buenger will be coming back on the board. We will still have a vacancy on the committee. The decision was made to talk to Dolores Licon from Homewood Suites to fill the position of secretary when Otto terms off. If she is not interested than contact Pearl Feist with Residence Inn River Ridge. Steve would come in as Chair and Joe would move to Vice Chair. We will present this to the General Board in November to take effect in January.

2. President/CEO report – Julie Mino highlighted the meetings she had attended in September. A list is included in the packet. She sat on the PACC administration interviews and the committee suggested a contractor to the City. The City is currently in negotiations with this firm. The agreement will go to committee on November 12 and then on to City Council in December. The committee discussed the VCC Tourism Impact Summit and what they liked and didn't like about it. The Visit Oxnard new brand was rolled out. Julie attended the Visit California Board meeting in Santa Barbara. Tempest, our new web site developers and Verdin, our new marketing agency, were in town to familiarize themselves with Oxnard. The Visit Oxnard staff showed them around Oxnard and they also were able to attend the Visitor Guide Launch Party. Julie discussed the upcoming meeting she will be attending. She informed the committee that we would once again be teaming with the Oxnard Chamber of Commerce board for a joint holiday party at Waterside Restaurant on Thursday, December 19<sup>th</sup>. Julie will be working on the paperwork to officially establish Visit Oxnard as a DBA. Julie asked for an update from the City about the future agreement with the Dallas Cowboys. Ashley asked for some additional information from Julie.

Joe adjourned the meeting to closed session without objection at 10:44 a.m.

Joe adjourned the closed session at 11:02 a.m.