

Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Monday, November 18, 2019
Marine Emporium Landing
3600 Harbor Blvd, Oxnard, CA 93035

MINUTES

CALL TO ORDER:

Chair Joe Cabral called the meeting to order at 10:05 a.m.

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

Committee members absent: Nancy Lindholm

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 October 21, 2019 committee minutes were reviewed and considered for approval. Otto Kanny made the motion to approve. Ashley Golden seconded the motion. Yes 3, No 0, Abstain 0.
2. Treasurer's Report: Otto presented the October Treasurer's Report due to the treasurer's absence. There is \$200k in the bank. A few hotels did not pay their assessment on time so there is a difference of about \$46K. On the expense side we are a little ahead of budget for the year. We are over budget for the month due to the OTMD funds that were collected late. Ashley made the motion to approve the financials. Joe seconded the motion. Yes 3, No 0, Abstain
3. Nominating Committee Discussion – Otto made the motion to recommend that the board add Steve Buenger to the Board of Directors as of January 1, 2020. Ashley seconded the motion. Yes 3, No 0, Abstain 0.
Julie met with Dolores Licon with Homewood Suites and she is very excited to serve on the Executive Committee. The slate of officers shown on the agenda is missing Ashley Golden as representative of the City Manager's office. Otto made the motion to present the slate of officers with the addition of Ashley: Steve Buenger/Chairman, Joe Cabral/Vice-Chairman, Dolores Licon/Secretary, Nancy Lindholm/Treasurer, Ashley Golden/City Manager's Office Representative. Ashley seconded the motion. Yes 3, No 0, Abstain 0.

INFORMATIONAL ITEM:

1. President/CEO report – Julie Mino highlighted the meetings she had attended in October and November. A list is included in the packet. She met with the City Manager regarding the contract with the Dallas Cowboys. She participated on two calls with Visit California's Crisis Communication Task Force that discussed how communities directly affected by the fires should proceed. Visit Oxnard paused social media for several days. Visit California is reallocating some

of their budget to help with fire relief. They stated that in the last 10 years this is the 4th smallest fire season but due to media coverage it is portrayed as much larger. She attended the Michigan Mobility Institute Seminar. The disruption of transportation for the next few years was discussed. The speaker talked about new developments and how you need to make sure that drop off/pick up locations for ride share are considered. She also mentioned some cities are starting to lift parking minimums on new builds. They are also looking at alternatives to a gas tax such as per person in vehicle or mileage tax. Some cities are also charging an assessment on ride share passengers. New York City charges a 9% assessment that goes toward road repairs. Los Angeles' City Council is also considering an assessment to be in place prior to the Olympics. Car manufacturers had been looking at level 5 autonomous vehicles which are vehicles that can travel almost anywhere but are now concentrating more on level 4 which keeps the vehicles in a smaller radius like urban areas. 2018 was the highest year for car sales and they feel like it will continue downward from there. Ashley mentioned that tax revenues from car sales are declining in most cities. The only areas that are rising are those with Tesla Dealerships.

Visit Oxnard will be working with Steel Cut to produce a Holiday Travel video. Brittney will be attending the Cal Travel Homelessness Task Force in Santa Barbara next month. Michelle will be a judge for this year's Parade of Lights. The Chamber and Visit Oxnard joint Holiday Party will be December 19th.

Julie is working closely with Ventura County Coast, Cal Lutheran and Dean Runyon to provide an Economic Impact Study for the City of Oxnard to show the impact the Dallas Cowboys Training Camp has on the economy of Oxnard. They will be capturing lodging trends over the last 10 years concentrating on July, August and September. It will also look at the daily trend during camp as well as two weeks prior and two weeks after camp. They will also be using the Visa Vue report to see where else spending is happening. This information is very helpful to the city to rationalize the money they are spending to host the camp.

Julie is starting the Mid-year budget review process. She, Brittney and Verdin have worked to present Visit California with two Poppy Award submissions. One for our new brand launch and another for the collaborative efforts for Dallas Cowboys Training Camp with Ventura County Coast, Visit Oxnard and the surrounding cities. She is also working on the annual updates to the Employee Handbook.

Julie asked the opinion of the committee concerning ad sales for the new web site. There are 3 choices; start doing ad sales now for the 2020 launch, combine web site/visitor magazine ad sales when we renew the visitor guide or do not offer ads. Discussion was made about what type of businesses we would want to advertise on the web site and what other DMO's do. Julie will do some more research and come back to the committee in January with more information.

Visit Oxnard will be cleaning up our current Enewsletter distribution list. In past city contracts the number of subscribers was a matrix used to measure success of the organization. But we have a distribution list with many subscribers that are not engaging so that brings the click through rate down which is a better measure for success. This figure is not included in the current contract so in January we will be cleaning up the list. Most likely deleting email addresses that have not engaged in the last 12/24 months.

COMMITTEE COMMENTS:

Ashley Golden – The city has still not finalized a contract with an operator for the PACC. The operator who was awarded the RFP wants a management fee and the City does not have the funds to pay that fee. Lazer Broadcasting, who also presented an RFP, was upset because their proposal did not include a management fee but still, they were not chosen. City Staff will present alternatives to the City Council soon to see if the PACC will keep their doors open after the first of the year. There is one organization that keeps practicing for a performance that is scheduled in January with no guarantees that the facility will be open.

Joe Cabral adjourned the meeting without objection at 10:52 a.m.