

Oxnard Convention & Visitors Bureau  
Executive Committee Minutes  
Monday, April 20, 2020  
Conference Call

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 10:03 a.m.

Committee members present: Steve Buenger, Joe Cabral, Ashley Golden and Nancy Lindholm. Dolores Licon joined the call after action items had been discussed and voted on.

Committee members absent: None

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

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The March 16, 2020 committee minutes were reviewed and considered for approval. Nancy Lindholm made the motion to approve the minutes. Joe Cabral seconded the motion. Yes 3, No 0, Abstain 1 - Ashley Golden
2. Treasurer's Report: Nancy presented the Treasurer's Report. At the end of March there was \$254K in the bank. The Budget vs. Actual report shows that we are slightly ahead for monthly OTMD collections which will soon change. Under Press/Travel Writers we have a credit of \$1,169 that is due to a refund from Visit CA on a Press Meeting we were scheduled to attend. The meeting was cancelled, and the fee was refunded. Concept & Creative and Photo & Video are over budget – that is due to the filming and creation of our new Spring Campaign videos in Feb/March which Julie will talk about later in the meeting. Ashley made the motion to approve. Joe seconded the motion. Yes 4, No 0, Abstain 0.

INFORMATIONAL ITEM:

1. President/CEO report –Visit Oxnard meets daily touching base on projects, new information, recovery plan and attending several webinars a week. Julie is participating on the Cal Travel COVID task force and Visit California's CEO & DMO meetings weekly. Included in the packet is the Visit Oxnard Recovery messaging strategy plan. Julie highlighted what is currently being done as well as discussing what will be done when the situation allows. Plans for our Spring campaign “You don’t know Oxnard” were on hold but it was decided to finish the project. The marketing agency was given a \$400 budget to finish off this project so we will have it in place when we reach the final phase of our messaging strategy. Before the meeting, Julie emailed the committee a presentation on a survey that was sent to our e newsletter subscribers Friday morning. Julie discussed the results with the committee.

2. Steve Buenger – Steve has been in negotiations with the Visit Oxnard office space's landlord. We were allowed payment of half rent in April and Steve was able to negotiate a deal for deferment of half rent for the next 6 months. The remaining amount would be paid out over the remainder of our lease which currently expires on July 1, 2021. Steve has worked out an agreement that would extend our lease for 2 additional years including our current rent escalation at 2.5% per year. So, our deferment would be paid back over the course of 30 months. The half rent still owed for April has been forgiven. Steve would like to present it to the General Board on Wednesday. The committee agreed there is a need to place this item on to the agenda for today. Yes 5, No 0, Abstain 0.

Joe made the motion to present this rental agreement to the Board on Wednesday. Nancy seconded the motion. Yes 5, No 0, Abstain 0

Steve Buenger adjourned the meeting without objection at 10:39 a.m.