

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Monday, April 22, 2019
Marine Emporium Landing
3600 Harbor Blvd, Oxnard, CA 93035**

Present: Ashley Golden, Otto Kanny and Nancy Lindholm

Absent: Christian Hellot and Joe Cabral

Staff: Julie Mino and Michelle Flippo

Public: Steve Buenger, OCVB Board Advisor

Call to Order: Secretary Otto Kanny called the meeting to order at 10:09 a.m.

Public Comments: None

Consent Agenda

- A. **Minutes from March 2019** – Otto made the motion to approve the minutes. Nancy Lindholm seconded, and the motion carried.
- B. **Treasurer's Report from March 2019** –We received the security deposit from The Collection. Nancy previously sent some questions to Julie concerning the accounts receivable amount on the books. It is for funds that will be reimbursed by Ventura County Coast. She also asked about the Community West Bank credit card which is paid off every month. The P&L is in line with the budget. She also questioned the plans for how we will account for the Tourism Management District funds when they start to come in and if we need to have separate accounts. But the separation can be done through the book keeping in QuickBooks. We may decide to have a separate account or a money market account for the reserve funds that we must keep aside according to the OTMD Management Plan. Otto made the motion to approve the Treasurer's report. Nancy seconded, and the motion carried.

President/CEO report

Julie Mino announced that the Oxnard Chamber of Commerce Community & Business awards are this week. Julie met with Alex Nguyen, Victor Dollar, Pearl Feist and Brian Tucker to discuss plans for the upcoming Dallas Cowboys Training Camp. They want to make sure all parties involved are maximizing the funds they are contributing for the best result. Discussion was made about the possibility of the Cowboys landing in Camarillo if Mugu has a conflict again instead of having them fly into LAX.

TMD committee meeting has been scheduled on May 6th with Pearl Feist with Residence Inn, Dolores Licon with Homewood Suites, Joe Cabral with Best Western, Christian Hellot with Embassy Suites and Patty Tewes with Courtyard Marriott to look at the preliminary TMD budget and appoint a chair for the committee.

As a Strawberry Festival sponsor the OCVB has several complimentary general admission and VIP tickets. Julie offered those tickets to the committee.

Oxnard had several bloggers/influencers visit recently. Wendy Alexander with KTLA5 Wine, Dine and Travel highlighted Channel Islands Parasail, The Shores Restaurant, Copper Blues and Sespe Creek Distillery. Her segment will be out in early May. LGBTQ travel writers were in town last week so we will be seeing coverage on their trip in the coming months. Anytots was another travel blogger that highlights family friendly vacations

OCVB was awarded one of Southern California's Best Places to work by Pacific Coast Business Times.

Alyce's new title is Vice President of Sales/Community Development and Brittney Hendricks is now Director of Marketing and Communications. She has also joined the Homeless Task Force Committee with Cal Travel.

We finished our advertising push for the new Visitors Guide with 67 partners and \$56K in revenue.

We are also in the middle of a huge campaign w/Expedia across all their platforms.

Parkway Accountants is the accounting firm that has been chosen to take Toni Morris' place when she retires.

VCC Update

The STR report has not come in yet and there are no VCC funding requests to discuss.

OCVB Sponsorship Opportunities Discussion

Julie asked a recommendation on how to proceed with two annual sponsorship opportunities; Salsa Festival and Multicultural Festival. For the last 2 years we have requested \$5k for the Salsa Festival from VCC 20% funds. Julie reached out to our local hotels to see if this was something that they would like to continue and none of them were in support of it as the hotels are projected to fill that weekend due to summer leisure travel and Dallas Cowboys Training Camp. The OCVB supported the Multicultural Festival in 2018 at \$1000, nothing in 2017 and \$300 in 2016 as a way to build community support with the City. Ashley mentioned that the OCVB may be receiving more requests for sponsorships since the City will be cutting some of their support to individual events. The OCVB can also offer in kind services to help market the events. The suggestion was made not to continue the support of the Salsa Festival due to the responses from hoteliers and to support the Multicultural Festival at a lower amount.

Nominating Committee Discussion

Dr. Cynthia Azari is retiring from Oxnard College and her OCVB position will need to be filled. Nancy asked the outcome of the last nominating committees meeting. The recommendation to add the TMD committee members to the OCVB Board was approved. Dolores Licon with Homewood Suites has accepted. Pearl Feist with Residence Inn is still considering it. Otto would like to continue to have a representative from the Oxnard College. The committee agreed to wait until Dr. Azari's successor is in place to fill this position. Jorge Rubio with the Oxnard Airport is terming off and has suggested that we consider the new Airport Director for a board position. Otto volunteered to meet with the new director and see if he is interested.

The Executive Committee Meeting adjourned at 10:47 a.m.