

Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Monday, May 18, 2020
Zoom Conference

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 10:01 a.m.

Committee members present: Steve Buenger, Joe Cabral, Ashley Golden and Nancy Lindholm

Committee members absent: Dolores Licon

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

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The April 20, 2020 committee minutes were reviewed and considered for approval. Ashley Golden made the motion to approve the minutes. Nancy Lindholm seconded the motion. Yes 4, No 0, Abstain 0
2. Treasurer's Report: Nancy presented the Treasurer's Report for April. At the end of April there was \$275K in the bank. OTMD monthly assessments are currently ahead of budget due to the 60-day lag in receiving funds but that will change soon. Joe Cabral made the motion to approve the report. Ashley seconded the motion. Yes 4, No 0, Abstain 0
3. Fiscal Year 2020/2021 Budget Review: Julie highlighted the budget projections included in the packet. She also discussed the fund distribution percentages according to our OTMD agreement. Nancy asked if the city funds were guaranteed. As of right now they will be able to fund Visit Oxnard next fiscal year. Ashley will keep us informed as their talks continue. Some of the cuts that Visit Oxnard has currently made are eliminating the services of Verdin marketing for the foreseeable future and bringing those duties in house. We have cut Janis Flippen Public Relations and also Whitney Orvis, marketing specialist. We are taking advantage of remnant ads at discounted rates and Courtney is taking over social media in Whitney's place. Nancy made the motion to present the budget projections to the General Board next week. Ashley seconded the motion. Yes 4, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO report –Caroline Beteta, the President and CEO of Visit California, will be a guest speaker on our General Board Call next week. We have added a page on our web site with Oxnard backgrounds to be utilized on Zoom calls. Julie will be encouraging the board to utilize these backgrounds during our call next week to show off Oxnard to Caroline.

For the second year in a row, Visit Oxnard was awarded Central Coast's Best Places to Work by Pacific Coast Business Times.

Julie reviewed the Recovery Messaging Strategy that Visit Oxnard has been following.

Julie spoke about the staff activities including calling partners, creating specific distributions lists for markets and contacts, trainings on google analytics and DSP, finishing the spring campaign videos and attending webinars, task force calls, and Courtney attended a virtual meeting planner tradeshow and Julie will be attending a two-day virtual conference. She showed samples of ads that were displayed on The Collections' LED board and the virtual backgrounds she spoke about earlier.

COMMITTEE COMMENTS:

Nancy asked if there was any news concerning Dallas Cowboys Training Camp. They are looking at the possibility of a private camp with a virtual experience. But this is all contingent on what the NFL allows. Pearl and Victor asked Nancy to go to the Governor on their behalf. She suggested they come up with a strong plan before they present anything to the county or Governor.

Steve Buenger – County sent out notices to all restaurants to register so they are ready when dining is allowed. Hopefully this will be within the next week. The county is also looking at the possibility of opening public pools.

Steve Buenger adjourned the meeting without objection at 10:32 a.m.