

Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Monday, June 22, 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, Dolores Licon and Nancy Lindholm

Committee members absent: None

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

Public in attendance: Phillip Molina, Oxnard City Treasurer

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The May 18, 2020 committee minutes were reviewed and considered for approval. Nancy Lindholm made the motion to approve the minutes. Ashley Golden seconded the motion. Yes 3, No 0, Abstain 0 (Dolores Licon and Joe Cabral joined the call late, so they did not vote on the approval of minutes.)
2. Treasurer's Report: Nancy gave notice that she will be stepping down as treasurer. Nancy presented the Treasurer's Report for May. At the end of May there was \$277K in the bank. Not too many line items changed since April, since there is very little spending. Actual vs. budget for May also shows little activity. A payment from the city and the OTMD assessment from the month of March is included. June payment of OTMD will be the lowest assessment so far. The only expense was for the Harbor Department billboard. The year to date budget shows the variances in the OTMD assessment amount. Several items are lower than previously budgeted due to the current situation. Ashley made the motion to approve the report. Joe Cabral seconded the motion. Yes 5, No 0, Abstain 0
3. Channel Islands Harbor Properties: Mark Sandoval, Director of the Channel Islands Harbor, has requested two letters of support from Visit Oxnard. He is asking for support of their request to the Ventura County Board of Supervisor for an extension on the exclusive rights to negotiate for the two Harbor parcels and support to move into consulting services with Sargent Town Planning to finalize a Harbor visioning process. These issues are on the agenda for the Board of Supervisors meeting tomorrow. The last plan the Harbor put out did not have community support or follow all the regulations needed for the City. They would like to get the community into the room and do a formal visionary process. The current ERN expires on June 30 and they would like to extend this so that they can complete the visioning process. Nancy stated that the Chamber received the same request. She was not aware of the visioning process and it had not been taken to her leadership, so she only submitted the letter for the ERN only. The General Board has already

voiced approval of enhancing the area as a tourism asset. The county has interviewed two firms for this process and chose the same consulting agency that the city used for the downtown project. Nancy made the motion to send letters on both issues. Joe seconded. Yes 4, No 0, Abstain 1, Ashley Golden.

INFORMATIONAL ITEM:

1. Nominating Committee Discussion – Nancy has resigned as the Treasurer of the Executive Committee. She will be staying on the General Board of Directors but her position on the Executive Committee needs to be filled for FY2020-21. Julie presented some guidelines for our board makeup. Robert Wagner will need to be removed from the General board due to non-attendance and we will have three members terming off June 2021. Discussion was made about a new treasurer and replacing the current vacancy for FY20-21. The General Board will be asked for recommendations.
2. President/CEO report – Julie highlighted Visit Oxnard’s Crisis Communication plan that was in draft form in the month of March. It was activated on March 12. It will be updated with information we have learned during the COVID crisis. We would like a few members to review. Julie asked Ashley about having someone from the city and the police department to review the document. She highlighted where Visit Oxnard is on their Recovery: Messaging Strategy. She also presented our current marketing tactics for the Set and Go Phase. We will start with local and in-state travel, then move to the Western United States, the full United States and eventually international travel. We hope to do another #OxnardTogether video soon. We are partnering with Visit California and Expedia for the California Road Trips campaign. Visit California and Expedia are providing matching funds for this effort. We will be pushing out our You Don’t Know Oxnard video campaign at the end of the summer. Our Visitors Guide will be distributed through the end of the year. We will be featured in the Central Coast California Map which will be distributed to all California Welcome Centers as well as with the August issue of Better Homes and Gardens. We will be implementing a geofencing digital campaign while Courtney is attending a Connect California Trade show in Vegas and simultaneously be in attendance for the Connect Travel Marketplace in October. We are discussing each tradeshow as they are being rescheduled. We continue to send our e-newsletters to meeting planners. For international travel we have built out a page on the Brand USA website. When we are ready to promote international travel again, we have 3 months of paid advertising through Brand USA. A Responsible Travel in Oxnard page is currently on VisitOxnard.com. The Visit Oxnard team is keeping it up to date while directing people to the page as questions come up. It will be featured on our social media channels and in the next e-newsletter. She showed the committee the upcoming 101 billboard ad. The visit Oxnard page on the City of Oxnard’s website has been updated. Visit Oxnard was awarded “2020 Great Workplace Award” from the California Travel Association. It will not be announced publicly until September.

COMMITTEE COMMENTS: Julie reminded the committee that we are dark in July unless any issues come up that makes it necessary to meet.

Steve Buenger adjourned the meeting without objection at 10:53 a.m.