

Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Wednesday, September 16, 2019
Marine Emporium Landing
3600 Harbor Blvd, Oxnard, CA 93035

MINUTES

CALL TO ORDER:

Secretary Otto Kanny called the meeting to order at 10:06 a.m.

Committee members present: Ashley Golden, Otto Kanny and Nancy Lindholm

Committee members absent: Joe Cabral

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 August 28, 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: Nancy Lindholm presented the August Treasurer's Report. She was concerned about the fact that there were two balance sheets included in the financials. A balance sheet should always be the same, no need to look at it by month and year to date. She also does not like the formatting of the reports so discussion was made about changes that would make it easier to read and get the information we are looking for. The web site refresh line item is over budget. Julie explained that it is a timing issue. Originally the funds were budgeted to come out in August, September and October when in fact a larger amount came out in August. Nancy had a couple of questions about checks on the check register that Julie answered. She also asked that Julie have the accountants remove the assets for the CWC through journal entries. Nancy expressed the need for a consolidated report with both budgets be included moving forward. Nancy made the motion to receive the financials and to take the corrections back to Parkway, the bookkeeper. Ashley seconded the motion. Yes 3, No 0, Abstain

INFORMATIONAL ITEM:

1. President/CEO report – Julie Mino highlighted the meetings she had attended so far in September. She met with Verdin Marketing to design a new logo that she will reveal later in the meeting. She attended the quarterly OTMD meeting. The OCVB staff had an internal Dallas Cowboys Training Camp debrief meeting. She also met with Kip Turner and Jorge Rubio about her appointment to the Airport Commission. She just returned from The Cal Travel Annual Summit and Board meeting. Next week she will be sitting on the PACC RFP Interview panel to help choose a new management company for the PACC. The Ventura County Coast Impact Summit will be held on October 1. She encouraged the committee members to make their

reservations soon as seating is limited. Julie will be on a panel at this event with the other area DMO leaders. Tempest is the company that will be creating the new Visit Oxnard web site. They will be in town October 16-18 to experience what Oxnard has to offer. While they are here, they will also be able to attend the launch party for the new Visitor Guide on October 17 at Copper Blues in The Collection.

Julie presented the committee with the new logo. We should receive brand guidelines later in the week.

Discussion was made about whether or not to move forward with Oxnard Restaurant Week in its current form or to make changes. Steve mentioned that when he owned Waterside Restaurant that it was a lot of work for very little reward. Julie said she would take this back to the staff and come up with a way to still highlight our restaurants but in a more productive way.

Otto Kanny adjourned the meeting without objection at 10:49 a.m.