

Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, January 22, 2020
Embassy Suites Mandalay Beach Resort
2101 Mandalay Beach Rd, Oxnard, CA 93035

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:06 a.m.

Board members present: Steve Buenger, Tony Dybeku, Ashley Golden, Adam Gonzalez, Louis Haslett, Dolores Licon, Nancy Lindholm, Stacy Miller, Michael Pynn, Kim Recharte, Patty Tewes and Kip Turner

Board members absent: Joe Cabral, Pearl Feist, Bryan MacDonald, Marilyn Miller and Robert Wagner

Also in attendance: Julie Mino, President CEO; Michelle Flipppo, Courtney Freeman and Brittney Hendricks, Visit Oxnard staff members; Brian Tucker, Board advisor; Chelsea Modlin and Ashlee Akers w/Verdin Marketing

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The November 20, 2019 board meeting minutes were reviewed and considered for approval. Nancy Lindholm made the motion to approve. Kim Recharte seconded the motion. Yes 12, No 0, Abstain 0
2. Treasurer's Report: Nancy presented the November and December 2019 Treasurer's Report. At the end of November, we had \$150K in the bank and a net revenue of \$130. At the end of December, we had \$155K in the bank and OTMD receivables of \$65K. The P&L for July through December shows the net revenue is ahead of budget \$133K. The Executive Committee examined the mid-year budget yesterday and these numbers will even out. It is a timing issue of when expenses were budgeted and when they will actually come out of the budget. Mid-year budget will be presented at the next meeting for review and approval. Stacy Miller made the motion to approve the report. Patty Tewes seconded. Yes 12, No 0, Abstain 0.

INFORMATIONAL ITEM:

1. President/CEO report – Julie highlighted meetings/events attended since November. A list is included in the board packet. She also showed two new videos created for us by Steel Cut Productions.
Brittney Hendricks presented the holiday billboards that were displayed at The Collection and on the Highway 101, the holiday "Let It Snow" social media video push, the 12 days of giveaways holiday growth campaign and a sneak peek of the video for next year's Parade of Lights. She also explained the Organizational Activity reports that have been included in the board packets the last few months. She introduced the new Editorial Calendar used for advertising and story ideas. She talked about the new program TravMedia we will be using to send out our news

releases as well as receiving notifications when travel journalists are in the area. She showed the updated Oxnard listing page on the Visit California website.

Courtney Freeman presented the new trifold Meetings Brochure that she will be handing out at tradeshow. She highlighted the tradeshow that she attended in December which included a CalSae education luncheon in Orange County. Along with Embassy Suites and VCC she attended the CalSae Seasonal Spectacular in Sacramento. She talked about the new trade show calendar for January through June 2020 that is included in the packet. She also discussed the tradeshow that she will be utilizing geofencing to digitally push information to attendees and make informed decisions for future conference attendance. In February she will be attending the RCMA show in Texas along with Embassy Suites. She showed the eblast that she created for the attendees to help drive traffic to her booth.

VCC Report - Julie discussed December's STR report included in the packet. The current month's occupancy rate is down quite a bit but year to date's decrease is not as low. Oxnard is staying steady with the surrounding cities. Most of the decrease is due to occupancy dropping off after the Thomas and Woolsey fires as well as just having a slow December. Steve mentioned that things were down for the businesses at the Marine Emporium Landing as well. Julie reviewed the Visa Vue numbers for 2019 Q1-Q3. Oxnard is just a little behind the other area cities in domestic visitors, but we have a higher domestic spend. This spend is outside the zip codes from Ventura, Oxnard, Camarillo and Port Hueneme. We use these figures to concentrate our ad campaigns as well as social media boosts. Brittney informed the Board that at a recent luncheon she attended a Dean Runyun representative said they will be excluding box stores in their new figures. Julie and Brian will talk to them about this process. The Board does not want these numbers excluded.

One of Ventura County Coast's personas are Millennial moms. They just finished filming a video geared to this persona at Tony's Waterside Restaurant. This will be the first full Tradeshow season with the full VCC booth with the VW bus coming up. Julie and Brian have a behind the scenes call with the Dallas Cowboys this week, trying to get ahead in planning this year.

Verdin Report – Chelsea Modlin highlighted their marketing efforts for December and January including the 12 days of giveaways Campaign and trade show both design. She showed the meetings digital ad video they created. In 21 days, they have 91k impressions. She highlighted the statistics for our programmatic advertising. There is a 51% increase for year over year.

Brittney did some research on how to improve the open rate of our monthly newsletter. We authenticated our domain with Mail Chimp and that has helped increase our open rate.

BOARD COMMENTS:

Tony Dybeku – It has been a challenging year. They will be releasing a new menu.

Ashley Golden – the PACC Board nonprofit is running the PACC meeting rooms through February, The City is in talks with Sterling Ventures and will take the plan back to council at the end of February. They will be revamping the Heritage Square Summer Concert Series. They are also negotiating with the Carnegie's nonprofit to hold art classes at the Museum.

Stacy Miller – Thanked Courtney for working with her to find a team building venue for 700 people for one of her clients.

Kim Recharte – Downtown is looking good and everyone is very excited about the improvements. She is also serving on the Homelessness Sighting Board. She will be helping with the design of the new homeless shelter.

Patty Tewes – Courtyard Marriott's renovation of their public areas and conference rooms started last week and should be done in about 6 weeks.

Nancy Lindholm – The Oxnard Chamber annual meeting is next week as well as the Chamber of Commerce Alliance where the keynote speaker is Secretary of Transportation for the State of California.

Louis Haslett – The Embassy Suites renovations will start in September 2020 with a soft opening in March 2021.

Steve Buenger – Thanked the Board for the opportunity to chair the board again.

Steve Buenger adjourned the meeting without objection at 10:14 a.m.