

Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, November 20, 2019
Oxnard Chamber of Commerce
400 E Esplanade Dr #302, Oxnard, CA 93036

MINUTES

CALL TO ORDER:

Secretary Otto Kanny called the meeting to order at 9:07 a.m.

Board members present: Tony Dybeku, Adam Gonzalez, Louis Haslett, Otto Kanny, Nancy Lindholm, Marilyn Miller, Michael Pynn, Kim Recharte, Patty Tewes and Kip Turner

Board members absent: Joe Cabral, Pearl Feist, Ashley Golden, Dolores Licon, Bryan MacDonald, Stacy Miller and Robert Wagner

Also in attendance: Julie Mino, President CEO; Michelle Flippo, Courtney Freeman and Brittney Hendricks, Visit Oxnard staff members; Steve Buenger, Board advisor; Chelsea Modlin w/Verdin Marketing

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The October 23, 2019 board meeting minutes were reviewed and considered for approval. Nancy Lindholm made the motion to approve. Marilyn Miller seconded the motion. Yes 10, No 0, Abstain 0
2. Treasurer's Report: Nancy presented the October 2019 Treasurer's Report. We currently have \$200K in the bank. There is also \$46k in accrued revenue which represents OTMD funds which are down slightly due to late payments from a few of the hotels. The P&L shows a loss for the month of \$32K due to OTMD funds not received in October but year to date we are ahead of budget. Marilyn made the motion to approve the report. Louis Haslett seconded. Yes 10, No 0, Abstain 0.

Nominating Committee Recommendations: Otto Kanny is retiring and terming off the OCVB Board January 1, 2020. The Nominating Committee recommended adding Steve Buenger with Marine Emporium Landing back on the Board. Nancy made the motion to approve the nomination. Otto seconded. Yes 10, No 0, Abstain 0.

With the retirement of Otto and a current vacancy on the Executive Committee, the nominating Committee recommended the following slate of officers beginning January 1, 2020: Steve Buenger/Chairman, Joe Cabral/Vice-Chairman, Dolores Licon/Secretary, Nancy Lindholm/Treasurer, Ashley Golden/City Manager's Office Representative. Marilyn made the motion to approve the recommendation. Patty seconded. Yes 10, No 0, Abstain 0.

INFORMATIONAL ITEM:

1. Recognition of Service to Otto Kanny: Julie Mino recognized the many years of service that Otto Kanny has given the Oxnard Convention & Visitors Bureau. She played videos of absent Board Members stating their appreciation to Otto. Steve Buenger also spoke about the years they had worked together to support the OCVB and the City of Oxnard. Julie presented Otto with a basket full of some of his favorite things. Otto stated that he was very pleased at where the OCVB had positioned themselves and how much the organization had grown and that he was leaving while it was on top.
2. President/CEO report – Julie highlighted meetings attended earlier in October. A list is included in the board packet. Julie was a part of 2 calls with the Visit California Crisis Communication Task Force as the organization deals with the fires throughout California. It was stated that this is one of the smallest fire season in many years but due to the media coverage it is in the forefront. She also attended the Michigan Mobility Institute Seminar last week. The presentation was looking at the future of transportation and how ride-share companies will impact that. Julie and Brittney attended the CCTC Annual Workshop and Board Meeting last month. The Workshop covered CCTC's rebrand and East Coast Campaign. Committee breakout sessions covered committee organization, member recruitment strategy and initiatives. She also highlighted some upcoming events. The staff will be attending the Santa to the Sea Sponsorship party. Brittney is working with Steel Cut on a new holiday video shoot. Brittney will be attending the Cal Travel Homelessness Task Force Meeting in Santa Barbara next month. Michelle Flippo will be representing Visit Oxnard as a judge for the Parade of Lights next month. December 19th will be the Chamber/Visit Oxnard joint Holiday Party at the Waterside Restaurant.
Julie is working closely with Ventura County Coast, Cal Lutheran and Dean Runyon to provide an Economic Impact Study for the City of Oxnard to show the impact the Dallas Cowboys Training Camp has on the economy of Oxnard. They will be capturing lodging trends over the last 10 years including the weeks the Cowboys are in town as well the weeks before and after camp. This information will be useful to help the City make their decision about future contracts with the Cowboys.
She is currently working on the mid-year budget review to present to the board at the February meeting.
Julie, Brittney and Verdin Marketing put together a submission for Visit California's Poppy Awards. They submitted two categories. Our new branding was presented as well as the collaboration between Visit Oxnard, VCC and the surrounding cities for Dallas Cowboys Training Camp.
She is also working on annual updates to the Visit Oxnard Employee Handbook.
Julie showed some of the advertising campaigns that are running. We have the 'Mix Things Up' campaign that has 4 different ads per 10-minute cycle on the LED board at The Collection. She showed a picture of the LED board with the PAL Boxing ad as well as highlighted Brittney's interview with Hugo Centeno and Jessy Tapia on Rhythm of the Coast Radio Show.
She showed two more of our partner videos produced by Steel Cut.
Print and digital ads that are currently running include; Westway's October Enewsletter with 1.4 million subscribers, Westways Magazine with 9.4 million readers and the Yosemite Journal that has a distribution of 100k.
Courtney Freeman gave an update of her SGMP meeting in Sacramento earlier in the month.
VCC update –Julie discussed October's STR report included in the packet. Numbers are rising slightly.
Marketing & Advertising Report – Chelsea Modlin presented highlights of their latest work. She showed examples of the holiday billboard and LED screen ad and the meetings brochure they

recently finished. She showed the Outdoor Adventure programmatic ad that they created. She explained the web statistics with the advertising that was done in October.

BOARD COMMENTS:

Marilyn Miller – City Council denied the Fisherman’s Wharf project. She doesn’t know when it will go before the Coastal Commission and they haven’t finalized next steps. On December 14th the Parade of Lights will take place. Some are upset that it is taking place on the same night as Ventura Harbor’s Parade of Lights.

Tony Dybeku – Excited to host the Holiday party and is working with the chef on the menu. They should be finishing the new patio tomorrow. They are also finishing the details on adding a new Brunch and dinner menu for Fridays, Saturdays and Sundays.

Michael Pynn – Silverlake Ramen has their soft opening this week at The Annex, Its Boba Time has also opened. The Tree Lighting was last weekend and the parking was maxed out. Bowlero will be opening next year

Kip Turner – Thanked Julie for serving on the Advisory Commission. They are currently finalizing a Masterplan effort for the Oxnard and Camarillo airports. It is a 12-18-month process and he encouraged entities like Visit Oxnard and the Chamber to be involved in the masterplan. Jorge Rubio has left to pursue an opportunity in the San Diego area to further his career and be closer to his family.

Nancy Lindholm – also attended the Michigan Mobility Institute Seminar. They recently hosted a Business Outlook luncheon and the speaker was Lenny Mendonca, Chief Economic and Business Adviser to Governor Newsom. They are also finalizing registration for the Oxnard Leadership Program.

Adam Gonzalez – very complimentary of the marketing that Visit Oxnard and Verdin are doing. He stated that that branding speaks to him.

Kim Recharte – Plaza Park is looking so much better and the enforcement of the homelessness ordinances seem to be helping.

Patty Tewes – busy October, slow November. They will be renovating the public areas and conference rooms at The Courtyard soon.

Steve Buenger – Thanked Otto again for his service to this organization

Otto Kanny adjourned the meeting without objection at 10:12 a.m.