

Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, March 25, 2020
Conference Call – (805) 394-1254
Conf. #277520

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:05 a.m.

Board members present: Steve Buenger, Joe Cabral, Tony Dybeku, Pearl Feist, Ashley Golden, Louis Haslett, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Marilyn Miller. Stacy Miller, Michael Pynn, Kim Recharte, Patty Tewes and Kip Turner

Board members absent: Adam Gonzalez, 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;

PUBLIC COMMENT:

None

INFORMATIONAL ITEM:

1. COVID 19 – Update

City Manager's Office Update – They have closed down most nonessential services. Most employees working from home and a skeleton crew in the offices. Police and fire departments still operating. PAL Gymnasium and one hotel housing some of the at-risk homeless population. They have shut down all programming and concentrating on the food supply. They are working closely with Food Share. National Guard will be called in to help with this project. City has called for personal protective equipment donations. The Trash center is closed to drop offs. But normal trash pick-ups are still operating. All essential services are up and running.

Budget Update – Julie reviewed the revised budget included in the meeting packet, highlighting cuts and changes that have been taken. We halted the design phase of the new website and thus holding the second to last payment to Tempest. It also included cutting one part time position and a cut in salary and hours for full time staff. Julie is in discussion with the City to see if we may possibly get an extension for our city payback payments. Our landlord is cutting our rent down by half for the month of April. Julie is currently working on several different scenarios for the next fiscal year's budget with varying amounts of funding.

Staffing Update – Activated our Crisis Communication plan on March 12. Visit Oxnard staff is communicating daily. They are holding weekly calls with hotels and the City Manager's office.

Marketing Update – We have paused all paid marketing efforts following the lead of Visit California. We are still using owned media channels. Julie is conducting daily calls with Ventura County Coast and weekly calls with other DMO's. Courtney is working on our CVent platform and keeping in touch with meeting planner connections to keep Oxnard top of mind when re-booking resumes. Brittney is responding to media pitches to TravMedia, Visit CA, CCTC when they are looking for content. Michelle is continually updating the website with cancelled or postponed events and tracking each event, so we are on top of rescheduled dates. The Real ID deadline has been pushed out at least a year. Drive markets are looking to be the most resilient for recovery.

Those depending on large conventions, convention center business, international travel and any airlift travel are going to have the longest road to recovery.

Group Sales Manager Courtney Freeman has been awarded the “Stellar Performer” Award by integrated media company Smart Meetings.

ACTION ITEMS:

1. Approval of Minutes: The January 20, 2019 board meeting minutes were reviewed and considered for approval. Bryan MacDonald made the motion to approve. Nancy Lindholm seconded the motion. Yes 15, No 0, Abstain 0
2. Treasurer’s Report: Steve asked the Board to look over the January and February 2020 Financials included in the packet. No discussion was needed since so much has changed since those reports were generated. Joe Cabral made the motion to approve the financials. Marilyn Miller seconded. Yes 15, No 0, Abstain 0.

BOARD COMMENTS:

Marilyn Miller – Thanked the Visit Oxnard for what they are doing and their willingness to take a cut in pay.

Tony Dybeku – Also thanked the staff for their immediate response with his request. Waterside is currently serving takeout and delivery. He also thanked the Chamber and Steve. Stacy and Tony are working to try to come up with a way to help the Boys and Girls Club since they will most likely be unable to host the annual event. He also volunteered to help any of the hotels with food for guests if needed.

Pearl Feist – They have laid off most of their staff. She is open to any ideas to help keep their doors open.

Stacy Miller – Colourpop, one of Stacy’s clients, has ceased their current operations and sent out their stock of PPE. And they are looking to do more but is having a hard time connecting with the county. They may be able to start manufacturing wipes and possibly hand sanitizers. They also donated \$10,000 to food share. Pearl and Julie have some contacts to give her. Ashley has a meeting today at 10:30 and will contact Stacy about what needs may arise after this meeting.

Nancy Lindholm – The City Manager has requested manufacturers to switch manufacturing plants to make ventilators. There are only 110 in the county. Chamber reaching out to members and former members about possibly manufacturing needed parts.

Brian Tucker – Asked about National Guard comment from Ashley. He has the inventory of current available hotels rooms to house the guard if needed. Adam Smith will contact Brian Tucker.

Steve Buenger adjourned the meeting without objection at 9:50 a.m.