

Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, April 22, 2020
Conference Call – (805) 394-1254
Conf. #277520

MINUTES

CALL TO ORDER:

Chair Steve Buenger called the meeting to order at 9:02 a.m.

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

Board members absent: Louis Haslett, Dolores Licon 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

ACTION ITEMS:

1. Steve requested to add an agenda item concerning a new lease agreement for the Visit Oxnard office space due to COVID 19. There was a quorum agreement to add this item to the agenda for today's meeting.
2. Approval of Minutes: The March 25, 2020 board meeting minutes were reviewed and considered for approval. Bryan MacDonald made the motion to approve. Stacy Miller seconded the motion. Yes 13, No 0, Abstain 1, Adam Gonzalez.
3. Treasurer's Report: Nancy Lindholm presented the March Treasurer's report. \$254K is in the bank. July-March are the unamended numbers. As of March, we were on budget which will change due to the current circumstances. We were slightly behind on the monthly assessment. We are still due about \$7K that will be coming in April. The negative number in the press writer expense is due to a refund of a conference that was canceled. Concept and Creative is over budget for video and photography for a spring campaign. No discussion was needed since so much has changed since those reports were generated. Kim Recharte made the motion to approve the financials. Joe Cabral seconded. Yes 14, No 0, Abstain 0.
4. Conflict of Interest – In May of 2000, the OCVB board self-imposed a conflict of interest code that enforced California's Form 700. After more research under our current funding measures we no longer need to follow this procedure. On February 2020 city council rescinded the conflict of interest code necessity. Marilyn Miller made the motion for the board to also rescind this code. Nancy seconded. Yes 12, No 0, Abstain 2, Pearl Feist and Kip Turner.
5. New Lease Agreement – Steve negotiated an agreement due to the current COVID crisis. We paid half rent for April. They have agreed to continue a half rate deferral until November 2020 to

be paid out through the remainder of the lease. We would like to extend the lease through May 2023 which would spread out the deferment over 32 months with a \$1500 abatement for April. Kim made the motion to enter the new agreement. Marilyn seconded the motion. Yes 14, No 0, Abstain 0.

INFORMATIONAL ITEM:

1. President/CEO Report – Julie reviewed the steps the Visit Oxnard team has been taking since the beginning of this crisis. The staff continues to meet daily and attend many webinars and conference calls with industry contacts and organizations, hosting a weekly hotel partner call including all the hotel General Managers, the City Manager's Office, the Economic Development office and Visit Oxnard Executive Board and staff. Julie is participating with the CalTravel COVID Task Force and Visit CA CEO/DMO meetings.
Julie discussed the Visit California Marketing approach included in the board packet and highlighted how Visit Oxnard is implementing these ideas. She also pointed out Visit California's editorial calendar and Brittney is staying on top of this and sending information as needed. Julie presented the results of a visitor sentiment survey that was sent out to our newsletter distribution list on Friday. The results were emailed to the board this morning. Discussion about email newsletter open rate and suggestions of cleaning up the list.
Brittney discussed Visit Oxnard's messaging strategy included in the board packet. Visit Oxnard had been working on a spring campaign that was paused once COVID hit. But we will be finalizing that campaign for it to be ready when we are at the go stage of our messaging. She also went through the Organizational Activity Report included in the packet. The last 3 press releases sent out by Visit Oxnard are also provided in the packet.
Courtney talked about the upcoming Xgames coming to Ventura in 2021 and possibly 2022. The event was in Minneapolis in 2018 and they generated an estimated \$42.1m economic impact and 26k room bookings. All hoteliers were sent RFP information. She will be attending a Smart Meetings virtual conference for CVB's and meeting planners. VCC is funding this conference. She will also be contacting the hoteliers for ideas on how to incentivize groups to come to Oxnard once we are able to reopen.

BOARD COMMENTS:

Adam Gonzalez – is getting a lot of positive feedback on his personal page on the #VisitOxnardeventually

Tony Dybeku – Thanked Visit Oxnard for their efforts in promoting Oxnard restaurants. Requested ways to entice younger audiences to participate in our surveys.

Stacy Miller – Volunteered to help w/geotargeting of visitor sentiment survey.

Steve Buenger adjourned the meeting without objection at 9:59 a.m.