

Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, May 27, 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, Michael Pynn, Kim Recharte, and Kip Turner

Board members absent: Louis Haslett, Dolores Licon, Stacy Miller, Patty Tewes 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 in attendance: Alex Nguyen/Oxnard City Manager, Caroline Beteta/CEO Visit California, Kristin Hansel, Stephanie Devries and Kelly Gera/ Visit California, Tim Flynn/ Oxnard Mayor , Vianey Lopez and Carmen Ramirez/ Oxnard City Council, Jeff Lambert and Katie Casey/ City of Oxnard, Scott Whitney/ Oxnard Police Department , Jenny Rose/ Tempest, Gary Buffo/ Pure Luxury Transportation, , Mark Sandoval and Jed Chernabaeff / Channel Islands Harbor Department, Gary Blum/ Heritage Square, Chelsea Modlin and Ashley Akers/ Verdin Marketing, Jill Almonia/ The Collection, Magda Weydt/ Fresh and Fabulous Café, ,Abel Magana/ODMD, and Tiffany Emch/ Embassy Suites,

PUBLIC COMMENT: None

GUEST SPEAKERS:

1. Caroline Beteta/CEO Visit California: She highlighted economic figures for travel as of 2019 and the projected losses of 2020 due to the COVID pandemic. Visit California has stayed in close communication with Governor Newsom and Senator McGuire about possible stimulus for the tourism industry in California.
They have prioritized their programming as we begin to recover. The two biggest initiatives during pause phase are “Thank You For Dreaming” and “Dream With Us” videos to make sure travelers are keeping California in mind when they are able to travel once again. California Takeout Tuesdays was created to help our restaurant partners.
They continue to push Oxnard through their global channels. Since March they have generated 32K pages views and 700 partner handoffs on Oxnard’s behalf. They are currently in a Beta testing phase for their new website to amplifying local story telling.
They base their marketing strategies on research on the public health crisis, economic crisis and consumer sentiment. They are currently emphasizing travel in phases starting with Close to Home, then Calling all Californians, California is Calling, and finally California All Dreams Always Welcome. The foundation of all these campaigns will be the California Road Trip Campaign that was launched last year.
2. Alex Nguyen/Oxnard City Manager: Reopening phases are moving quickly with government guidance. Beaches will be opening fully. The city is repurposing staff to help local businesses

reopen safely. They are still waiting to hear from the Cowboys concerning their stay this summer. The New England Patriots have contacted the city asking about the possibility of staying in Oxnard between two West Coast league games in the fall. He praised the Visit Oxnard team on the reopening video that was produced and encouraged them to do more videos. He stated that he recognizes the important work that Visit Oxnard does, and he would recommend to the city council that they continue to fund Visit Oxnard.

ACTION ITEMS:

1. Approval of Minutes: The April 22, 2020 board meeting minutes were reviewed and considered for approval. Bryan MacDonald made the motion to approve. Marilyn Miller seconded the motion. Yes 11, No 0, Abstain 0.
2. Treasurer's Report: Steve Buenger presented the April Treasurer's report. Currently there is \$274K in the bank. Moving forward our assessment figures will be down drastically. Almost all spending has been paused. We have negotiated half rent on the office space for the next 6 months. Joe Cabral made the motion to approve the financials. Marilyn Miller seconded. Yes 11, No 0, Abstain 0.
3. FY20/21 Budget Projections – Julie presented the FY 20/21 budget projections including estimated OTMD funds, contracted City funds and current roll over amount from FY 19/20. These figures were included in the packet. She will conduct an extensive mid-year budget review to reassess based on actuals and the state of the country. She asked for approval to continue working on the budget using these numbers. Bryan MacDonald made the motion to approve the projections. Marilyn Miller seconded. Yes 10, No 0, Abstain 0

INFORMATIONAL ITEM:

President/CEO Report – This is the second year in a row that Visit Oxnard has been awarded by the Pacific Coast Business Times, One of the Best Places to Work on the Central Coast. Visit Oxnard pushed out a news release including the economic impact numbers for 2019 and our road to recovery. She highlighted the updated numbers that are included on our updated travel matters page on the visitoxnard.com web site.

She played the #OxnardTogether Campaign video that was released Sunday. We have already seen 22k views and 176 shares on Facebook and 7500 views on Instagram with no spend behind it. She highlighted the VO team projects; calling and checking on partners well being, sending out group specific newsletters, taking training courses on google analytics and other items to bring some activities in house, attending webinars, virtual trade shows and conferences, working with bloggers and CRM clean up.

Brittney Hendricks covered our Recovery Messaging Strategy of Wait, Ready, Set and Go approach. She highlighted the projects we worked on during the wait phase; participated w/Visit California's Take Out Tuesdays Campaign, worked with the City for outdoor ads on the LED screen at The Collection, encouraged visitors to #visitoxnardeventually among other things.

She played videos of our upcoming video campaign that will go live when the time is right.

Oxnard's page on Visit California's website has been updated. We will be updating our page on Brand USA's website as well as the City of Oxnard's web page.

She highlighted the new website traffic reports. This task was brought in house due to pausing spending with our Marketing Agency. It shows the growth on our Pinterest account since we have renewed our work in this area.

Courtney Freeman spoke about the e-newsletters she has been sending out specifically to meeting planners to keep Oxnard top of mind when we are able to accommodate meetings once again.

She highlighted information gained from a Connect Meetings Survey. She also attended a webinar with meeting planners discussing things needed from hotels to continue booking future meetings. She presented suggestions of ways to redo meeting rooms to accommodate social distancing in the future. Courtney also attended the Smart Meetings Virtual Planner Tradeshow. They had developed software to replicate their show in a virtual manner. She presented April's top Facebook and Instagram photos for the month of April.

Ventura County Coast – Brian Tucker, VCC Executive Director presented VCC's Recovery Plan. Their 20/21 Marketing plan was just approved to restore and grow demand for Ventura County Coast. He spoke about their specific personas that they are reaching for and their specific steps as we go through our recovery phase. They also have a resource tool kit on their web site for our partners to utilize.

Julie reminded the board that the current STR report is included in your packets.

Steve Buenger adjourned the meeting without objection at 10:19 a.m.