

Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, June 24, 2020
Zoom Meeting

MINUTES

CALL TO ORDER:

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

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

Board members absent: Joe Cabral, Dolores Licon and Robert Wagner

Also in attendance: Julie Mino, President CEO; Michelle Flippo, Courtney Freeman and Brittney Hendricks, Visit Oxnard staff members; Brian Tucker, Board advisor

Public in attendance: Audrey Keller, Channel Islands Neighborhood Council

PUBLIC COMMENT: Audrey Keller – Channel Islands Neighborhood Council represents 5,000 residents north of the Harbor bridge that include about 1900 homes. She has formed a Marine Advisory Committee that manages the Harbor water quality. They feel that Visit Oxnard is a key stake holder of the Harbor and would like to be put on the agenda of a later date to show the board her presentation about the Harbor water quality.

ACTION ITEMS:

1. Approval of Minutes: The May 27, 2020 board meeting minutes were reviewed and considered for approval. Bryan MacDonald made the motion to approve. Marilyn Miller seconded the motion. Yes 10, No 0, Abstain 2. Nancy Lindholm and Stacy Miller
2. Treasurer's Report: Nancy Lindholm presented the May Treasurer's report. Currently there is \$277K in the bank. We have \$3k in accounts payable. OTMD monthly assessment was just under \$30k but the budgeted amount was \$60K. There was a small disbursement for the 101-freeway billboard. Expenses were much less than budgeted so it covered the short fall in income. Revenue was higher than budgeted but that is due to deferred payments to the city that will be made before the end of the fiscal year. Marilyn Miller made the motion to approve the financials. Patty Tewes seconded. Yes 13, No 0, Abstain 0
Nancy is resigning from the Executive Committee and the Treasurer's position. She will keep her place on the General Board.

INFORMATIONAL ITEM:

President/CEO Report – The Visit Oxnard Crisis Communication plan was highlighted. Brittney Hendricks has been preparing this document for some time. We had finalized a draft form in March. We held off on review by a committee. We activated the plan on March 12 and are updating the document with information learned through the COVID crisis. Julie asked for volunteers to review the document before finalizing. Marilyn and Bryan volunteered.

Julie reported the #Oxnard Together PSA stats. They are some of the best results of any campaign

that we have produced. Consumer sentiment was extremely positive. We were able to reach 20% of Oxnard's population.

We are currently promoting travel in Oxnard responsibly. Brittney has created a page on our web site that is updated as needed with ideas, suggestions, and regulations for traveling responsibly. She presented the art for the 101 billboard and The Collection's LED Board.

Visit Oxnard was awarded the 2020 Great Workplace Award from California Travel Association which includes over 800 members such as Disney, Legoland, San Diego Zoo, Pier 39, airports, etc. This will be announced in September.

Brittney Hendricks highlighted Visit Oxnard's Recovery: Messaging Strategy and reported on the efforts made for the current phases that we have taken. Our marketing tactics will focus on local and in-state travel first: messaging for safe travel, LED Board, 101 billboard, Road Trip marketing campaign partnership with Visit California and Expedia, and our You Don't Know Oxnard Video Campaign. The next phase is to reach out to the Western United States with distribution of our Visitors Guide through the end of the year. Oxnard will also be featured in the CCTC map which is distributed to all California Welcome Centers and will be included in the August issue of Better Homes & Gardens. Courtney will be attending Connect California Tradeshow in Las Vegas in October and we will also have a geofencing campaign around that show. When international travel opens up, we will rely on our Brand USA City Page which is translated in many languages. We will focus on Canada, Mexico, and the U.K.

We have updated the Visit Oxnard's information page on the City of Oxnard's web site which links back to visitoxnard.com.

Ventura County Tourism was highlighted in the Ventura County Star.

Monthly analytics for May were down year over year due to the pandemic and the halt of all paid marketing. There was some lift before Memorial Day. We are seeing a lift in Port Hueneme which may be since google analytics has started separating Port Hueneme and Oxnard.

Courtney Freeman presented the tradeshow calendar for FY20-21. Most spring shows were postponed due to COVID and will be added back onto the calendar when they are rescheduled.

She highlighted the May Meeting Planner E-newsletter with a 19% open rate. She reported on the top social media posts for the month.

BOARD COMMENTS:

Nancy Lindholm – talked about their webinar series that are scheduled through the rest of the year. They also have a date for the mayor to present the State of the City if possible.

Brian Tucker – with the state opening VCC has moved to the next phase of their marketing plan to reach out to the region. X Games and the City of Ventura are still in talks for 2021. Their focus will be on highlighting all cities of VCC. Brian has been working with Smith STR reporting to recalculate lodging forecasts and they are continuing with their partnership with Visit California and Dean Runyon to analyze spending numbers.

Steve Buenger - went over the STR report numbers included in the Board Packet.

Ashley Golden – The Oxnard PACC will be hosting a free drive-in movie night on July 5. The city is offering in person assistance with applying for the county's small business grants and grants for rental assistance. The 20-21 FY Budget will go before the council for final approval next Tuesday. Visit Oxnard was able to stay in the budget.

Adam Gonzalez – Congratulation Visit Oxnard on the award. He has also been in conversations with location scouts about Oxnard.

Stacy Miller – Congratulations for the award

Louis Haslett– Congrats on the recognition and working with the partners trying to do more with less.

Kip Turner– Congratulations. Thanks for conducting these meetings The County's Airport Master and Systems plan will be starting up again with community input. He would like a representative from the Visit Oxnard board and the city to serve on that committee.

Patty Tewes – Great job! Thank you for all you are doing

Tony Dybeku – is seeing more people coming into town. He also asked for an update on when live entertainment at restaurants might resume. He has a high demand for live entertainment. Ashley will ask some questions and get back to Julie with the answers.

Michael Pynn – Great job! The Collection has seen good traction over the last few weeks. They have been able to work with the city to extend some patio space to allow more outdoor dining. LasarAway is a new tenant that just opened at The Collection.

Pearl Feist – Things are slowly picking up. Weekends are in high demand. Need more opportunities for guests to be out. Pearl is overseeing the property in Ventura and Oxnard. There is a lot of marketing around Ventura's Main Street promotion. They are also looking at concerts in your car at the Fairgrounds and a lot of promotion of the Botanical Gardens.

Julie asked hoteliers about how they are implementing face mask rules:

Pearl is producing signs.

Patty is respectfully asking people to follow the guidelines.

Louis has signage and handing guests masks if they don't have one on. Prices have improved on masks, so they are just handing them out. He asked if we have heard anything new on pools. Ashley will ask her team to get an update to pass on. Pearl said pools can be opened now but approved by the county and they test your pool water. No spa or hot tubs. Ashley will have Rosie reach out to Louis about helping him through this process.

Steve Buenger adjourned the meeting without objection at 9:58 a.m.