

Oxnard Convention & Visitors Bureau
General Board Minutes
Wednesday, September 25, 2019
Best Western Oxnard Inn
1156 S Oxnard Blvd, Oxnard, CA 93030

MINUTES

CALL TO ORDER:

Chairperson Joe Cabral called the meeting to order at 9:01 a.m.

Board members present: Joe Cabral, Pearl Feist, Ashley Golden, Adam Gonzalez, Otto Kanny, Dolores Licon, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Michael Pynn, Kim Recharte and Patty Tewes

Board members absent: Tony Dybeku, Louis Haslett, Stacy Miller, Kip Turner and Robert Wagner

Also in attendance: Julie Mino, President CEO; Michelle Flipppo, Courtney Freeman and Brittney Hendricks, OCVB staff members; Steve Buenger and Brian Tucker, Board advisors; Jorge Rubio w/Department of Airports, Chelsea Modlin and Ashlee Akers w/Verdin Marketing, Rosie Ornelas w/City of Oxnard

PUBLIC COMMENT:

None

ACTION ITEMS:

1. Approval of Minutes: The August 28, 2019 board meeting minutes were reviewed and considered for approval. Bryan MacDonald made the motion to approve. Otto Kanny seconded the motion. Yes 12, No 0, Abstain 0
2. Treasurer's Report: Nancy Lindholm presented the August 2019 Treasurer's Report. The reports in the packet are the consolidated reports that include the OTMD funds and City funds together. We currently have \$220K in the bank. We are on budget in all areas year to date except for expenses for the redesign of the website which is because of the timing of the payments. Otto Kanny made the motion to approve the report. Kim Recharte seconded. Yes 12, No 0, Abstain 0.

INFORMATIONAL ITEM:

1. President/CEO report – Julie Mino highlighted meetings attended earlier in the month of September. A list is included in the board packet. Julie has been asked to join the Aviation Advisory Commission of Ventura County as well as the Brand and Content Committee for Visit California. Brittney Hendricks has been asked to join the PR Committee for Visit California. The Launch Party for the 2020 Visitors Guide will be held Thursday, October 17 at 4:30 pm at Copper Blues. We had a kickoff meeting with Tempest, the designers of our new website last week. They will be visiting Oxnard next month to start the process of building our new website. We hope to have the new website up in May 2020. Julie showed examples of different print/digital ads that are currently running. She also pointed out Courtney's new report included in the packet summarizing her activities she is involved in including trade shows and leads. Julie shared a video that Cal Travel produced during the recent Advocacy Day in Sacramento.

VCC update – Funds were requested from VCC to cover a one-page ad in the Yosemite Journal as well as digital programmatic video advertising for our leisure and meetings markets. Funds will come from VCC and OCVB for the video project. Today is the last day to register for VCC's Tourism Impact Summit, which will be held October 1, 2019 at Ventura Beach Marriott. Julie discussed August's STR report included in the packet. VCC is currently in a project where they will be filming and producing videos of all the area hotels and then sharing them with the cities for use. Julie showed the video that was made for Best Western Oxnard Inn.

Marketing & Advertising Report – Verdin Marketing introduced the rebrand that will be rolling out for Visit Oxnard including the new logo. Chelsea Modlin presented the web site analytics.

BOARD COMMENTS:

Bryan MacDonald – The City invited Captain Chism to the final practice for the Dallas Cowboys Mr. Jones took him up to the Sky Tower. The hope is that a partnership with the Naval Base Ventura County can be made so that the Cowboys will be able to fly into Oxnard instead of LAX. On Monday October 21 the LOSSAN Board for Amtrak will be meeting in Oxnard.

Michael Pynn – Texas de Brazil opened yesterday at The Collection. They have also signed two new deals; a Bolero bowling concept and Laser Away to open early next year.

Nancy Lindholm – The Oxnard Chamber is hosting an afterhours mixer at Ventura County Federal Credit Union in The Collection this afternoon.

Dolores Licon – loves the logo and loves our city.

Joe Cabral – Comedy night fundraiser right after the Launch party at Magnavino Wine Cellars to benefit the Oxnard/Port Hueneme Boys & Girls Club.

Pearl Feist – Talked about the correlation between the color schemes we used at Dallas Cowboys Training Camp and the new logos.

Ashley Golden – Short Term Rentals went before the committee last night. It will go before City Council in the next 6 weeks. There is also a special meeting on October 7 for the Fisherman's Wharf Project. The City Manager's office will be conducting second interviews for a new operator for the PACC and will be providing a recommendation to City Council in late October or early November.

Brian Tucker – Praised the fresh new leadership and the unified vision between VCC and the surrounding cities.

Otto Kanny – Stated that this organization is in the best shape it has ever been.

Jorge Rubio – liked the retro feel of the logo. Kip Turner was unable to attend today's meeting. Oxnard Airport is looking to reconstruct the runway in the next 1-3 years and is working with the FAA on funding.

Kim Recharte – City Council passed some heavier vagrancies ordinances for Downtown that were greatly needed. They should take effect 30 days from yesterday. A development company is holding a meeting on October 2nd concerning the vacant buildings Downtown.

Adam Gonzalez – loves the logo and the color variations. He also requested trying to get Core Power Yoga into The Collection.

Joe Cabral adjourned the meeting without objection at 9:57 a.m.