

Board of Directors Meeting
Oxnard Convention & Visitors Bureau
Wednesday, January 23, 2019
Embassy Suites Mandalay Beach Resort
2101 Mandalay Beach Rd, Oxnard, CA 93035

Board Members in Attendance: Steve Buenger, Joe Cabral, Peter Crabbe, Christian Hellot, Otto Kanny, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Kim Recharte, Chelsea Reynolds, Patty Tewes, Ashley Golden and Jorge Rubio

Regrets: Tim Kilcoyne, Robert Wagner, Dr. Cynthia Azari and Michael Pynn

Staff in Attendance: Alyce Bosacki, Michelle Flippo, Brittney Hendricks, Whitney Orvis and Julie Mino

Public in Attendance: Brian Tucker with Ventura County Coast and Pearl Feist with Residence Inn Marriott

Call to Order: Chair Joe Cabral called the meeting to order at 9:10 AM.

- I. **Public Comments:** None

- II. **Consent Agenda:** Nancy Lindholm made the motion to approve the minutes. Patty Tewes seconded, and the motion carried.
Treasurer's report – November and December financial reports are included in the packet. On the consolidated report the CWC assets will continue to be on the books until the end of the fiscal year. There a few expenses under Brand Marketing that went over the projected budget since materials had to be reprinted to take off references to the CWC. Marilyn Miller made the motion to approve the Treasurer's report. Christian Hellot seconded, and the motion carried.

- III. **Mid-year Budget Review:** Julie discussed the enclosed mid-year budget changes. The mid-year budget includes a rollover of \$66,000 that was saved to be used for the Visitors Guide and Civitas engagement. Those funds were not included in the original FY 18-19 budget. Because of these funds we have added back into the budget some previously cut items, mainly, trade shows. We also added more collateral and printing costs to remove CWC references. Accounting costs were higher due to the close out of the CWC and a change in our payroll systems. With these changes and the additional \$66K in the budget we should end the year with \$22K positive to be kept for the transition period of TMD fund collection. Bryan MacDonald made the motion approve the mid-year budget. Nancy seconded, and the motion carried.

IV. OCVB By-law Changes: Current OCVB by-laws with red-lined changes were emailed out to the board. Changes included updating some language and making the document consistent by referring to directors/officers as only directors. It also includes the addition of wording ensuring meetings are held within Oxnard boundaries and adding the Brown Act rules concerning teleconference meetings. Lifetime Directors as voting directors was removed, and the title was changed to non-voting advisors. Once a director's term has expired, they can participate as an advisor and after 1 year reelected to the board. The Public Records Act responsibilities were added to the duties of the Secretary of the Board and to also align the Marketing Committee to be consistent with the Oxnard boundaries. The Oxnard Tourism Marketing Committee was added. It will be run similar to the OCVB Marketing Committee but will consist of hoteliers paying into the TMD to provide oversight of the TMD funds. Annual reports will also have to be given covering the city funds as well as the TMD funds. Bryan asked about Lifetime Directors serving on various committees. Julie will need to do some more research on the issue. Bryan also suggested that whoever will be handling our Open Records receives some training on that issue. Julie stated that training would be conducted through Civitas for Julie, Christian and Michelle Flippo. Kim Recharte recommended that we include seats on the board from the Elite Theatre, the PACC, Oxnard College and the Channel Islands Boating Center. This will be brought before the nominating committee. She also pointed out one place where director/member terminology was incorrect. Nancy made the motion to approve the by-laws changes with the previously mentioned corrections. Marilyn seconded, and the motion carried.

V. President/CEO Report: Julie presented a slide with an overview of the highlights of the things accomplished by the OCVB in 2018 which included:

- Welcomed 5 new Board of Directors
- Implemented weekly staff meetings and monthly meetings with Searle Creative
- Moved Visit Oxnard office & storage locations
- Switched financial institutions
- Closed the Oxnard California Welcome Center
- Switched health insurance, Workers Comp & Business Property Insurance carriers
- Hired two new employees – Brittney Hendricks & Whitney Orvis
- Refreshed job descriptions for all staff
- Updated Employee Handbook
- Implemented a Crisis Management plan
- Formed an Advisory Committee for the TMD formation
- Updated OCVB Board By-laws
- Created a new Visitors Guide, Best of Oxnard Brochure and new "Visit Oxnard Map"
- Refreshed look and content of our E-Newsletter and Sales & Meeting Brochures
- Presented at Visit California
- Implemented "Hey Orca" and "Live Chat"
- Consolidated and organized the Visit Oxnard Photo Library
- Attended 13 Leisure, Group & meeting Tradeshow.
- Accepted the Chamber's "Oxnard Trophy" Award

- Sponsored/hosted 13 events
- Serve on 8 industry boards/committees
- Members of 8 professional organizations

Julie also highlighted the following items as the goals of the OCVB for 2019:

- Finalize the Tourism Marketing District
- Form the TMD Committee
- FY 19/20 Budget
- Finalize our Crisis Management Plan
- Starting January 2019 write all blog content in house
- Roll out “Oxnard Ambassador Program”
- Website Redesign
- Join a Visit California Leadership Committee
- New & unique social media presence and giveaways
- Update internal communications & reporting processes

This year Social Media Holiday Giveaways Campaign brought 1,763 new emails and we had 29 partners participate by donating prizes. The top posts of Facebook were the Santa Float from the Christmas Parade and Day 1 of the Giveaway. Sunset posts always do good on Instagram.

The OCVB staff recently held a staff retreat where the staff all completed a DiSC assessment, were given the new Employee Handbook, discussed all job descriptions. and brainstormed marketing ideas for 2019.

We have 24 restaurants participating in Restaurant Week this year. Oxnard has been receiving extensive press coverage about this event. We were included in two Enewsletters produced by Visit California. Visit California hosted a press trip of 4 stops in California and Oxnard was one of the stops. Many outlets picked up our Restaurant Week news release written by Janis Flippen.

Julie also highlighted the Online Traffic Report included in the board packet. Alyce Bosacki’s Sales Report has changed and will now show the breakdown of sales initiatives instead of just a total number.

Some upcoming Board meetings need to be rescheduled due to Julie’s travel schedule. The meeting Scheduled for Wednesday, February 27th will be rescheduled to Thursday, February 28th. The Wednesday, May 22nd meeting will be rescheduled to Wednesday, May 29th.

- VI. STR Report:** We moved ahead on the agenda so Christian could present the STR report before he had to leave the meeting. The information is included in the Board packet. December numbers are down some year over year due to the Thomas Fire of last year.
- VII. Tourism Marketing District Update:** We currently have support from 93.81% of the revenue generating hotels for the TMD. No hotel has turned us down at this point. We just have not had a chance to speak to all of them yet. Julie reviewed the details of the TMD with the Board. We are currently on the fourth step of the process which is city approval. We recently went before the City Council with our intent to form the TMD and we received unanimous approval. February 5th the public will be allowed to present their views to the council and then on March 5th the Council will vote to approve the assessment. A TMD

Committee will be formed in the next few months. Collection will start April 1 and the OCVB should receive their first payment July 1.

- VIII. VCC Update:** December/January funding requests were approved which included Northstar Meetings for some Tradeshows that Alyce will attend, a full-page ad in Los Angeles Magazine, promotional merchandise and an “Official” level sponsorship for the Strawberry Festival. Julie showed a picture of the new VCC tradeshow booth that debuted at the San Diego Travel Show.
- IX. New Business:** Otto suggested we get the Nominating Committee working again to fill the upcoming board seats for members who will be terming off.

Board Comments:

Bryan MacDonald – He is meeting with the City Manager today. They will be driving around Oxnard to look at areas in the city that need improvements.

Joe Cabral and Steve Buenger – Both commended Julie and the staff for the work they have done and also excitement for the future especially with the TMD funding.

Brian Tucker – The VCC Board just recently approved sponsorship for the upcoming Amgen Tour. He has received the Visa Vue data from Visit California, and it is currently with a firm for analysis before he turns it over to the individual cities.

Nancy Lindholm – Ribbon cutting for the Wagon Wheel project is this afternoon at 4:30 pm. These type of projects are very important to the local businesses.

Chelsea Reynolds – The PACC just recently hosted a listening party and outdoor carnival for Anderson Paak’s new album. Rescuecon will be held February 23-24.

Adjourn at 10:22 am