

Board of Directors Meeting
Oxnard Convention & Visitors Bureau
Wednesday, October 24, 2018
Courtyard by Marriott
600 E Esplanade Dr, Oxnard, CA 93036

Board Members in Attendance: Joe Cabral, Steve Buenger, Otto Kanny, Jorge Rubio, Robert Wagner, Marilyn Miller, Kim Recharte, Chelsea Reynolds, Christian Hellot, Ashely Golden and Dr. Cynthia Azari

Regrets: Tim Kilcoyne, Patty Tewes, Bryan MacDonald, Nancy Lindholm, Peter Crabbe and Michael Pynn

Staff in Attendance: Julie Mino and Michelle Flippo

Public in Attendance: Brian Tucker with Ventura County Coast and Marissa Vanderwyck with Courtyard by Marriott

Call to Order: Chair Joe Cabral called the meeting to order at 9:05 AM.

- I. **Public Attendance / Comments:** None
- II. **Consent Agenda:** Otto Kanny made the motion to approve the minutes. Marilyn Miller seconded, and the motion carried.
Treasurer's report – The California Welcome Center Oxnard is shut down, but it is still not completely off the books. We have received this quarter's installment from the city and everything is right on budget. Marilyn asked about the current assets of the Welcome Center and what would happen to them. The items were either given to the City or sold. There is very little left to take off the books. Most of the assets were tenant improvements. So those will just be considered a loss. Steve Buenger made the motion to approve. Christian Hellot seconded, and the motion carried.
- III. **President/CEO Report:** OCVB staff will be attending safety prevention courses with Tolman and Wiker on October 30th and November 15th. Julie talked about the Ventura County Farm Day BBQ and Farm Day being held the first weekend of November. The OCVB offices will be closed on November 12 for Veteran's Day. Brittney Hendricks will be returning to work on November 13.
Julie also highlighted meetings she has attended. A complete list was included in the packets. She attended Visit California's quarterly board meeting where they presented their campaigns for 2019. They are very similar to the OCVB's campaigns. The Hikianalia arrived in the Channel Islands Harbor. The OCVB and harbor partnered together to have Searle create a video of the event that was pushed out on our social media channels. Julie played the video for the board.

The Visitors Guide Launch Party was last week, and Embassy Suites did an amazing job. The bulk of the guides have been delivered and staff has begun distributing them. A link on the web site is live for download or request to be mailed. Julie asked the board to let her know about improvements or changes that need to be made to the guide for next year since she will be meeting with DCG in a few months to get started on next year's guide.

The OCVB is currently working with Santa to the Sea to put together sponsorship elements to help push hotels stays and track stays. Their website is currently live with links to the area hotels.

CA Restaurant Month is coming in January. The theme will be Tacos, Treats & Tastings from January 18-27, 2019.

As Julie was calling DMO's for TMD research many suggested a program called LiveChat.com. Julie demonstrated how LiveChat.com works.

- IV. Tourism Marketing District Update:** The OCVB had been working on creating a TMD to fund the organization. Oxnard is one of only a few DMO's in California that are not self-funded. So, we were looking for a 2% TMD assessment from the hotels. We received some push back from the hotels on the 2% and they also wanted the City of Oxnard to continue to fund the OCVB to some extent. Julie met with hoteliers, Executive Committee and City Manager. They all agreed to move forward with a 1.5% assessment from hotels and the City would provide .5%. Victor Dollar also asked Julie to renegotiate the Civitas contract quote since the engagement with the hotel work has already been done. Joe, Steve, Christian, Julie and Victor will serve on the committee to form a Management District Plan. Julie presented the schedule for the next six months to plan and bring the TMD before the council. They will need to go before council three times. Ashley Golden suggested that we tie together the adoption of the TMD with the City's renewal agreement with the OCVB.
- V. VCC Update/STR report:** October funding requests were approved which included a HelmsBriscoe partner fee and tradeshow cost for May 29, 2019 and Certified Folder Display distribution of our new guides in 444 locations throughout California, Arizona and even an airport in Missoula. Julie highlighted some statistics that were presented at VCC's Tourism Summit concerning travel spending in California last year. She also presented the numbers from the VisaVue report also made possible by VCC. This is a report that VCC will continue to receive and will be providing updates on a quarterly basis. Christian went over the details of the STR report included in the Board Packet.
- VI. New Business:** None

Board Comments:

Marilyn Miller – The new Administration Building at the harbor is underway.

Chelsea Reynolds – The PACC is in talks with Anderson Paak to host a listening party after the November 17th release of his album entitled Oxnard.

Jorge Rubio – The Oxnard Airport has sent out for RFP a 5-acre vacant parcel to try to bring in a new business.

Steve Buenger – Marine Emporium landing has a new tenant. Channel Islands Parasailing will begin operations on November 1.

Dr. Cynthia Azari – They are converting an area for a Conference Center that seats 100-150 people at Oxnard College.

Adjourn at 9:55 am