

**Board of Directors Meeting**  
Oxnard Convention & Visitors Bureau  
Wednesday, November 24, 2018  
Oxnard College, Bistro Dining Room  
4000 S Rose Ave, Oxnard, CA 93033

**Board Members in Attendance:** Dr. Cynthia Azari, Steve Buenger, Joe Cabral, Peter Crabbe, Christian Hellot, Otto Kanny, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Michael Pynn Kim Recharte, Chelsea Reynolds and Patty Tewes

**Regrets:** Ashley Golden, Tim Kilcoyne, Jorge Rubio and Robert Wagner

**Staff in Attendance:** Alyce Bosacki, Michelle Flippo and Julie Mino

**Public in Attendance:** Brian Tucker with Ventura County Coast

**Call to Order:** Chair Joe Cabral called the meeting to order at 9:04 AM.

**I. Public Comments:** None

**II. Consent Agenda:** Kim Recharte made the motion to approve the minutes. Christian Hellot seconded. Patty abstained, and the motion carried.

Treasurer's report – We are still carrying the CWC, Royal Business Bank and the wine tasting machines on our books which Toni says should continue until the end of the fiscal year. The Brand Management "Other" charge for \$7900 was for Civitas' professional fee for the TMD. We pay a monthly retainer. Concept and Creative is currently over budget since materials had to be reprinted to take off the California Welcome Center logo and information after the closure. We are within \$3000 of the budget even with the slight differences in the budget. Julie has started working on the mid-year budget review. Steve Buenger made the motion to approve the Treasurer's Report. Marilyn Miller seconded, and the motion carried.

**III. President/CEO Report:** A Crisis Management plan is being developed for the OCVB. Julie updated the committee on the steps that the OCVB staff took after the Borderline shooting and the current wildfires. Friday the OCVB offices will be closed and the staff will be volunteering at World Central Kitchen to help feed firefighters and victims of the fires. Julie highlighted some upcoming meetings including the Downtown Forum on Homelessness this Thursday as well as the Oxnard Business Outlook on Friday which will cover the outcome of the elections. Julie will be attending the quarterly Cal Travel Board meeting. There are also many Oxnard Holiday Events coming up. Depending on the circumstances of the fires we will start promoting these events at the end of this week. After announcing our new Visitors Guide, we received 155 requests for hard copies and 188 downloads in 2 days. In addition to the 444 locations that Certified has placed guides in, we are currently in approximately 100 locations in Oxnard, as well as every hotel room

at Best Western, Courtyard by Marriott, Embassy Suites, Hampton Inn, Residence Inn and Vagabond Inn. We have also had some media coverage of the new guide.

We have also reprinted our Best of Oxnard Brochures. We had to remove all references to the California Welcome Center. The brochures are also distributed through Certified Folder Display in areas where the new Visitor Guide does not cover. We have refreshed our monthly Enewsletter. We are also finalizing our 2019 Calendar of Events Brochure. Julie showed an image of the holiday billboard that will be up off the 101 on December 10. Oxnard Restaurant Week is January 18-27, 2019. Alyce Bosacki is contacting restaurants, breweries and wineries. This year's theme is Tacos, Treats and Tastings. Julie showed the full-page ad that will be on the inside cover of the January addition of Edible Magazine. Julie also highlighted our most popular Facebook and Instagram posts: Halloween activities in Oxnard, Treats and Sweets in Oxnard and our beautiful sunsets.

**IV. Tourism Marketing District Update:** The TMD Advisory Committee has met to review and approve a Management District Plan. Joe, Steve, Alyce and Julie are meeting with Homewood Suites and Hilton Garden Inn later this afternoon to discuss the intent of forming the TMD. The next step than is to start to get signatures for the petition that will be brought before the City Council. Bryan offered to help in any way needed to get the TMD on the Council schedule. Otto asked about the timing of the TMD. It should align perfectly with the new fiscal year.

**V. VCC Update/STR report:** October funding requests were approved which included the January-June 2019 Online Marketing campaign through Searle Creative. The funds with Searle will also include monthly update meetings, direction/suggestions for Hey Orca and our social media platforms as well as a social media campaign and 4 custom content short videos. Funds were also approved for an ad in Edible magazine highlighting the upcoming Restaurant Week in Oxnard, an ad for Meetings Today as well as our web presence for trade shows and California Meeting & Events advertising in the California and Northwest Winter/Spring edition and 6 months digital banners. The STR report is not ready due to the early board meeting date this month. Brian Tucker with Ventura County Coast gave details to the board concerning the newly designed trade show booth décor. VCC is working closely with the Central Coast Tourism Council to target the East Coast. It is included in the VCC marketing plan and Brian will be bringing it back before his board next month.

**VI. New Business:** None

#### **Board Comments:**

Dr. Azari – talked with City Manager about holding a job fair for all of the City of Oxnard.

Michael Pynn – The Collection starts their holiday season this weekend.

Kim Recharte – has brochures for the meeting concerning the homeless situation Downtown.

Marilyn Miller – December 8 is the Parade of Lights. They are also very close to an agreement for a restaurant for the old Whale's Tail building.

Nancy Lindholm – many events have been canceled – Chamber will continue with their event on Friday about the election results.

Chelsea Reynolds – evacuated in Oak Park – Travis Tritt performed Friday at the PACC. Several refunds were given because of people who could not get to the show. Anderson Paak activities will be held on Saturday including a Carnival and listening party

Peter Crabbe – The Maritime Museum is hosting a Pop-up exhibit with Locals WWI memorabilia. They will also have viewing of the Parade of Lights and a lighting of the mast. Their January exhibit is Monsters from the Deep: Fact or Fiction. Peter met with other ED's from Maritime Museums to formalize collaborations.

**Adjourn at 9:57 am**