

Board of Directors Meeting
Oxnard Convention & Visitors Bureau
Wednesday, February 28, 2019
Oxnard Performing Arts Center
800 Hobson Way, Oxnard, CA 93030

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

Regrets: Tim Kilcoyne and Jorge Rubio

Staff in Attendance: Michelle Flippo and Julie Mino

Public in Attendance: Brian Tucker with Ventura County Coast, Steve Buenger, OCVB Board Advisor and Alicia Percell

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

- I. **Public Comments:** Alicia Percell requested that everyone speak loud enough for all to hear.
- II. **Consent Agenda:** Nancy Lindholm made the motion to approve the minutes. Christian Hellot seconded, and the motion carried.
Treasurer's report – Otto Kanny stated that everything is solid on the financials. The direct deposit item that is showing is due to the payroll system switch. Nancy made the motion to approve the Treasurer's report. Joe seconded, and the motion carried.
- III. **President/CEO Report:** Brittney Hendricks, Julie Mino and Alyce Bosacki of the OCVB attended the Visit California Outlook Forum in Pales Verdes earlier this month. Oxnard was represented at the VCC booth at the Los Angeles Travel & Adventure Show. Julie attended the Cal Travel Winter Board Meeting and Alyce is at the Go West Summit Tradeshow. Julie has several meetings coming up including Tuesday, March 5th's City Council meeting where the City Council will vote to approve the Tourism Marketing District. OCVB staff will be touring the Oxnard Police Station. A meeting is scheduled with the publisher to begin work on the 2020 Oxnard Visitors Guide.
Julie highlighted the digital and print ads that covered this year's Tacos, Treats and Tastings Restaurant Week. The National Plan Your Vacation Day promotion received 731 entries. It was a social media campaign where OCVB partnered with Embassy Suites, Island Packers and Channel Islands Parasail. Steve Buenger and Julie both received 2019 Chairperson Award of Excellence at the Oxnard Chamber Board Installation Luncheon. Oxnard was

mentioned in Westways Magazine highlighting a Day Trip to Oxnard.

- IV. VCC Update/STR Report:** The new Ventura County Coast Trade Show booth was a success at both the San Diego and Los Angeles leisure tradeshow. It won the award for “Best of Show Booth” at the Los Angeles show.
- VCC has received Visa Vue information for the first 3 quarters of the year with analysis done by Dean Runyon. The spending index for Domestic and International visitors to Oxnard was reviewed. Fourth quarter analysis will be available shortly and provided to each of the cities.
- The year to year numbers on this month’s STR report were down due to the Thomas Fire’s impact on last year’s hotel rooms.
- Ventura County Coast is in the planning stages of participating in a partnership with Visit California and Expedia. Visit California is offering a two times match for any investment with Expedia, March through June. OCVB is putting forward a \$30k campaign which will expand to \$90K with the match from Visit California.
- V. Organization Structure Update:** The last three months OCVB staff has been participating in a job coding exercise of recording tasks as well as an interactive job description rewrite. Alyce Bosacki’s title will change from Vice President of Sales & Marketing to Vice President of Sales & Community Development. Also, when Brittney Hendricks comes on full time, she will take on additional duties, her new job title will be Marketing and Communications Director. The staff realizes job descriptions will change as the industry changes.
- VI. Tourism Marketing District Update:** At the February 5th City Council meeting presentation of the TMD a few people raised concerns about the smaller hotels that do not cater to tourists being made to pay into the TMD. The decision was made to only assess hotels with 55 or more rooms to solve this issue. March 5th we will go before the City Council to request the adoption of the TMD with or without the changes.
- VII. Nominating Committee Update:** At the end of this fiscal year we will have 3 board vacancies that need to be filled. Otto Kanny and Jorge Rubio will term off. Tim Kilcoyne of Scratch Sandwich Counter has closed his business and taken a position with World Central Kitchen and has resigned from the board. The Vice Chairman position on the Executive Committee is also vacant. The Nominating Committee will meet early next week so Julie requested the board email her with any suggestions to fill these seats.
- VIII. New Business:** Michelle Flippo reminded all Board members to turn in their completed Form 700’s.

Board Comments:

Chelsea Reynolds – Rescuecon at the PACC was recently held. 1000 people attended for both days and they received great media coverage.

Peter Crabbe – The Maritime Museum has more exhibits than they have had in the past. They are renovating the Civil War permanent exhibit. They are hosting events that integrate with the community more. They are revamping their website. Celebration of the Whales is March 24th.

Patty Tewes – Courtyard is having a great February.

Dr. Cynthia Azari – The NASA scholar training Program accepts 403 students across the country each year. This year 6 of those students chosen were from Oxnard College

Otto Kanny – American Junior Golf Association is coming to River Ridge on March 22nd – 24th

Robert Wagner – Magnavino's Food and Wine Trivia night is tomorrow.

Nancy Lindholm – The Chamber's Knowledge and Networking lunch is March 14th. Jeff Lambert, the new Director of Development Services with the City of Oxnard will be the speaker. April 12th the City is hosting a job fair from 10:00 to noon at Oxnard College. April 25th Annual Community & Business Awards will be changing from a luncheon to dinner. They will have some new categories including Best Place to Work.

Marilyn Miller – Tonight kicks off a 4-week Harbor academy for residents teaching them how the harbor works, financed, what they do.

Michael Pynn – Cheese Cake Factory will be open in the middle of April. Texas de Brazil Steakhouse is set to open middle of summer. Yardi is expanding their office space. The Collection is looking at short-term tenant opportunities for The Annex.

Kim Recharte – Food trucks starting up again in Downtown. Earth Day is April 13th. California Pizza Kitchen is reopening, C & M Restaurant on Oxnard Blvd- new restaurant.

Adjourn at 10:02 am