

**Board of Directors Meeting**  
Oxnard Convention & Visitors Bureau  
Wednesday, March 27, 2019  
Channel Islands Maritime Museum  
3900 Bluefin Cir, Oxnard, CA 93035

**Board Members in Attendance:** Joe Cabral, Peter Crabbe, Otto Kanny, Nancy Lindholm, Bryan MacDonald, Marilyn Miller, Chelsea Reynolds, Ashley Golden, Robert Wagner, Jorge Rubio and Michael Pynn

**Regrets:** Christian Hellot, Kim Recharte, Patty Tewes and Dr. Cynthia Azari

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

**Public in Attendance:** Steve Buenger, OCVB Board Advisor and Jeff Lambert, City of Oxnard

**Call to Order:** Chair Joe Cabral called the meeting to order at 9:03 AM.

**I. Public Comments:** None

**II. Consent Agenda:** Bryan MacDonald made the motion to approve the minutes. Nancy Lindholm seconded. Jorge Rubio abstained, and the motion carried.  
Treasurer's report – Otto Kanny stated that everything is solid on the financials. We are on track for year to date. We are still carrying the CWC and Wine Tasting Room, but they will fall off the books the first of July/new fiscal year. Marilyn Miller made the motion to approve the Treasurer's report. Nancy seconded, and the motion carried.

**III. President/CEO Report:** Celebration of the Whales Festival was held this last weekend. Over 2000 people attended. Alyce's is in the middle of her busy season with tradeshow. The OCVB staff attended the chamber luncheon with Jeff Lambert as the speaker and also met with Chief Whitney and toured the Police Station. Brittney Hendricks will be working with them on the OCVB Crisis Management Plan.  
Julie Mino talked about her upcoming meetings including; Chamber of Commerce Board Meeting and a conference call with the Dallas Cowboys to start planning for training camp. Alyce will be attending the upcoming Dallas Travel and Leisure show as well as, the Destination California trade show. Julie will be attending Destination International CEO Summit in April.  
Toni Morris, the OCVB bookkeeper, is retiring at the end of the fiscal year so Julie will be interviewing agencies for that position.  
The TMD was approved by Oxnard City Council on March 5<sup>th</sup>. Assessment collections will start April 1st.

Ad Sales for the 2020 Oxnard Visitors Magazine have begun. Julie thanked those Board members who have already committed for advertising.

We are teaming up with Steel Cut Productions to create a new Destination overview video. Filming begins this Sunday. Searle Creative will also be putting together a video highlighting the area hotel partners.

Julie highlighted the recent media and print pushes. The Strawberry Festival is the main focus trying to get visitors to extend their stay during the festival. Our sponsorship package includes a dedicated e-newsletter, placement on the Strawberry Festival website and OCVB also did an ad in Woman's Day Magazine.

Visit California is working hard to help areas that have been affected by the wild fires and other disasters in the state. They have partnered with Expedia and are offering a two times match to those areas on their investment. The OCVB will be taking part in this partnership leveraging 20% VCC funds.

Julie showed slides of our current ads which included; California Meetings and Events – quarterly magazine and website. USA Today's edition "Saluting National Parks & Monuments Guide" – May -July 2019 edition – 12M circulation in print and 5M in digital. The Cultural Traveler Exploring America – 50K distribution in print, as well as annual social media ads. This publication focused the ad on Downtown Oxnard. We will also be placing an ad LA Magazine "Gateway LA: Central Coast" with 18k subscribers

The top social posts on Facebook In February were Valentine's Day, Spring Break and Whale Watching. For the month of February on Instagram we did a campaign with a local named Mia. She did a "takeover" of our IG account and highlighted a different Oxnard destination daily. This campaign proved to have very high organic engagement. We will use the information and data collected to help us make decisions on bringing in other digital/travel influencers.

The OCVB is also currently working on the Marketing Plan and budget for FY 19-20.

- IV. VCC Update/STR Report:** VCC's tradeshow booth won Best of Show at the San Francisco Travel Show earlier in the month. The March funding requests that were approved included; Travel Influencer Collaboration Package, Expedia Package - \$30,000 (plus 2x match from Visit CA, \$90,000 package in total), Smart Meetings Tradeshow, Connect Meeting Tradeshow, Cultural Traveler Magazine, USA Today Guide and the Central Coast Visitors Map. Statistics on the STR report continue to be down over last year due to the Thomas Fire of 2018.
  
- V. Nominating Committee Update:** The Nominating Committee requested that the Board approve the following slate of officers for the remainder of the fiscal year. Joe Cabral/Chairman, Christian Hellot/Vice-Chairman, Otto Kanny/Secretary, Nancy Lindholm/Treasurer. Marilyn made the motion to approve. Otto seconded and the motion carried. The committee also requested that the TMD Committee members be automatically added to the Board. Joe Cabral, Patty Tewes and Christian Hellot are

currently on the board so Pearl Feist with Residence Inn and someone from either Hilton Garden Inn or Homewood Suites would need to be added. Nancy made the motion to approve. Marilyn seconded and the motion carried.

## **VI. New Business: None**

### **Board Comments:**

Nancy Lindholm –April 25th the Chamber’s Annual Community & Business Awards dinner will be held.

Otto Kanny – thanked the OCVB for the support of the recent American Junior Golf Association. 78 golfers participated with the farthest away coming from China.

Marilyn – Harbor Department will host their second Harbor Academy on April 4<sup>th</sup> at the Pacific Corinthian Yacht Club. This session will be on development.

Chelsea Reynolds – The PACC received three Ventura County Report covers in a row; Rescuecon La Santa Cecilia and the Senior Expo.

Michael Pynn – Cheese Cake Factory will be opening April 16<sup>th</sup>. Texas de Brazil Steakhouse is set to open in July.

Bryan MacDonald- gave an update on the Short-Term Rental Council Meeting. He feels that they arrived at a good direction for the City staff to follow. He will be going to DC to lobby to keep the military base in Oxnard. The Coastal Commission will be holding their monthly meeting in the Oxnard Council Chamber May 8-20<sup>th</sup>.

Steve Buenger – Fishing season started March 1. Many of the restaurants in Marine Emporium Landing have reached the 10-year mark on their leases.

Peter Crabbe – The Oxnard High Schools’ Art Exhibition begins April 1. The Maritime Museum will be celebrating National Museum week with various activities. They are currently planning the Father’s Day Wooden Boat Show and Classic Car show.

Robert Wagner – April 18<sup>th</sup> the Oxnard Ambassadors Fundraiser will be at Magnavino Cellars with Comedian Randy Lewis.

Jorge Rubio – Kip Turner for Eagle County Colorado has been named as the New Director of Airports. He starts April 8<sup>th</sup>. Jorge suggested that since he will be terming off at the end of the term Mr. Turner may be a good replacement.

**Adjourn at 9:52 am**