

Board of Directors Meeting
Oxnard Convention & Visitors Bureau
Wednesday, August 22, 2018
City of Oxnard Administration Offices
Mountain View Conference Room, 300 West Third Street, 4th Floor
Oxnard, CA 93030

Board Members in Attendance: Joe Cabral, Patty Tewes, Bryan MacDonald, Chelsea Reynolds, Steve Buenger, Otto Kanny, Jorge Rubio, Robert Wagner, Nancy Lindholm, Marilyn Miller and Peter Crabbe

Regrets: Kim Recharte, Michael Pynn, Tim Kilcoyne, Patty Tewes and Dr. Cynthia Azari

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

Public in Attendance: Brian Tucker, Ventura County Coast

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

- I. **Public Attendance / Comments:** None

- II. **Consent Agenda:** Marilyn Miller's attendance needs to be added to the minutes. Bryan MacDonald moved to approve the minutes with the addition of Marilyn's attendance. Steve Buenger seconded, and the motion carried.
Treasurer's report – Included in the packet are two financial reports; year end and the month of July. We still have the two bank accounts and they should be consolidated into one soon. There is currently \$161,000 on the books for CWC assets. This will change as we close the center down. We ended the year \$54,500 ahead but those funds are earmarked for the new Visitors Guide. Steve made the motion to approve. Nancy Lindholm seconded, and the motion carried.

- III. **President/CEO Report:** Julie Mino will be attending the following upcoming events; CalTravel Summer Board Meeting on August 24, the Oxnard Jazz Festival on September 8 at Oxnard Beach Park, OCVB Marketing Meeting on September 25 and the Chamber Military Appreciation Dinner on September 28 at Courtyard by Marriott.
Julie attended the Destinations International Conference and attended a forum on an Ambassadors program. Julie and Christian Hellot have been working on implementing a local ambassadors' program for training the front-line staff starting with hotel staff and moving into restaurants and museums. They would like to take the staff to different locations in Oxnard. The first program will most likely be at Heritage Square. They would like to start the program in the fall.

Monday night the OCVB hosted a farewell party for the CWC staff and volunteers at River Ridge Golf Club. Staff and volunteers were very appreciative.

CWC Update - Visit CA hosted two proposers calls for interested parties to take over Oxnard CWC. Brian Tucker from VCC was on the call as an interested party but there were no requests of interest turned in. All employees have signed severance letters and agree to work until closure on September 2, 2018. The manager and two concierges will work through September 7 to help with closing duties and packing. Herzog picked up the wine machines. There is a long list of "to-do's" being split between staff and they are holding weekly meetings to discuss updates. There have been clearance sales throughout the store since August 4. Certified Folder Display has agreed to continue complimentary brochure placement for the OCVB through December 31, 2018.

Discussion was made about how the OCVB should go about distributing the left-over equipment and items at the CWC. Michelle Flippo will coordinate will Luly Lopez the items that the City will take.

Visitor Guide Update – In 2012/13 when we last printed a Visitors Guide it included 14 advertisers with a \$20,000 income. This time we have 67 advertisers with a \$54,000 income.

Discussion was made about the Dallas Cowboys Training Camp visitor numbers and the fact that they were down this year as well as other events.

The OCVB is changing insurance companies. The health plan will be changed to JHC Benefits and dental and vision to Guardian and VSP on October 1. Workers Comp and Property Insurances will be changed to Tolman & Wiker on August 1 and October 1. The OCVB staff has been enrolled in loss preventions seminars.

Julie asked the board how many of them utilize the weekly Things to Do list that the CWC generates. The OCVB will be taking over that responsibility and may make some slight changes.

- IV. Tourism Marketing District Update:** The OCVB is working on agreements from the hotel properties. We need 51% of the hotel revenue generators to agree. Those include Embassy Suites and the Brighton Properties. A proposal has been submitted to both in the past few weeks. Embassy Suites has had a positive response. There are just a few more steps that need to be followed. Brighton Properties has been a little harder to get on board. Brighton asked that someone go back to the City and ask for them to increase the OCVB funds which after he met with the City realized that was not a possibility. Once Embassy is officially on-board Victor Dollar will go back before Brighton management with this new information to see if that will change their minds. Once that is done we can engage Civitas which is the organization that will form the TMD. Julie met with the new City Manager and he is supportive of the OCVB and of the TMD. She will send out the proposal electronically to the board.
- V. VCC Update/STR report:** The STR Report included in the board packet was discussed. Otto Kanny commended VCC for the report that they are preparing that will look into a new demand driver study. The results will be presented at their travel summit in October held at Spanish Hills in Camarillo. Also, Visa view report will be given to Julie to help make some marketing decisions.

VI. New Business: Nancy Lindholm will host the June OCVB Board Meeting at the Oxnard Chamber of Commerce offices.

Board Comments:

Christian Hellot asked for an update from Bryan MacDonald about Northrop Grumman. They will be opening a facility in Oxnard which will bring in many jobs and more businesses. They will fill the hotels.

Bryan MacDonald – Newspaper “The Voice” update online newspaper. She will be meeting with Julie tomorrow.

Steve Buenger – They have had a record-breaking year for all the tenants at Marine Emporium Landing. September 6 at 6:00 pm on the Scarlett Belle is the Chamber Casino Night fund raiser.

La Dolce Vita is remodeling, painting after they purchased the house from the City.

Nancy Lindholm – Chamber Happy Hour is tomorrow night.

Robert Wagner – Magnavino Wine Cellars was named best tasting room throughout Greater San Fernando, Conejo, Simi and Santa Clarita Valleys.

Otto Kanny – championship this weekend.

Peter Crabbe – Nautica exhibit is currently at the Maritime which includes local artists. Women and Tattoos exhibit is coming soon. Speakers series every month – September 19th – Saving History. September 22 – Music at the Maritime

Adjourn at 10:13 AM