

Board of Directors Meeting
Oxnard Convention & Visitors Bureau
Wednesday, September 26, 2018
Moqueca Brazilian Cuisine
3550 Harbor Blvd #201,
Oxnard, CA 93035

Board Members in Attendance: Joe Cabral, Patty Tewes, Bryan MacDonald, Steve Buenger, Otto Kanny, Jorge Rubio, Robert Wagner, Nancy Lindholm, Marilyn Miller, Peter Crabbe, Kim Recharte, Ashley Golden and Michael Pynn

Regrets: Chelsea Reynolds, Tim Kilcoyne and Dr. Cynthia Azari

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

Public in Attendance: None

Call to Order: Chair Joe Cabral called the meeting to order at 9:00 AM.

- I. **Public Attendance / Comments:** None
- II. **Consent Agenda:** Marilyn Miller made the motion to approve the minutes. Nancy Lindholm seconded, Kim Recharte and Patty Tewes abstained and the motion carried. Treasurer's report – The P&L shows miscellaneous income which is a deposit refund for previous OCVB office space. It will be reclassified to credit the rent expense. Payroll was high because of a three-pay period month. CWC is officially closed. After next month, financial reports will change with the closure. Steve made the motion to approve. Marilyn seconded, and the motion carried.
- III. **President/CEO Report:** Julie Mino welcomed the newest OCVB Board member, Ashley Golden with the City of Oxnard. Congratulations were also given to Robert Wagner for his tasting room recognition. Los Angeles Daily News Readers Choice awarded Magnavino Cellars as Best Tasting Room in all of San Fernando, Simi, Conejo and Santa Clarita Valleys. Julie discussed the highlights of the meetings she attended last month. The full list is included in the Board Packet.
The CWC is officially closed and almost completely cleared out as of September 7. The final walk through has been schedule and the keys will be turned in to Michael Pynn with The Collections. All Cal Trans and City directional signs have been removed. The OCVB Staff is working on removing CWC references from all digital and printed materials. There was very little merchandise left which has been transferred to OCVB. The Channel Islands Maritime Museum and Heritage Square purchased many items for their gift shops. Julie is working with Toni and Rick with SSBP on final close out procedures.

The new Visitor Guide is currently being sent to the printers. The Launch Party is on Thursday, October 18th at Embassy Suites on the Playa Vista Lawn. The guide will be placed in 444 locations through Certified Folder including locations throughout California and Phoenix and (1) location in Missoula. The Best of Oxnard Brochures will continue to be in 732 locations across California.

All employees have been enrolled in new Health and Dental insurance plans with JHC Benefits and will be active October 1. We will not be renewing BPP insurance with Farmers and will switch to Hanover (via Tolman & Wiker) on October 1.

The OCVB launched a new program "Hey Orca" to implement organization of all social media and approval processes. The Weekly Things to Do List has a new look and we are updating email distribution list.

The OCVB quarterly marketing meeting was held on September 25 at Embassy Suites. Julie discussed our top referral markets. Facebook is in the lead. Residence Inn is the top link that visitors are clicking on the web site. In the last quarter we have increased our newsletter subscriber list by 22%. Alyce Bosacki recapped the trade shows that she has attended in the last few months. She attended 4 different shows with a total of 150 appointments. In the next quarter she will attend one show in December. Julie highlighted an editorial story that was placed in Elite Magazine in Santa Clarita. Bonnie Carrol, a freelance writer came to Oxnard for a fam trip and has produced 2 articles so far. Herzog and Sea Dog yoga were featured on the Visit CA website. Facebook highest posts, Kayaking and Summer activities, and the Oxnard police lip sync battle video.

- IV. Santa to the Sea Marathon:** Santa to the Sea Marathon is an annual race where proceeds go to charity. The recommendation is for \$2500 cash sponsorship from the OCVB and \$2500 in kind marketing services. The sponsorship would include a build out of their hotels and travel page, two dedicated emails blast to all runners with OCVB approved content, two Facebook posts and when runners pick up their packets it will include a survey, so we can collect hotel information. Marilyn asked if we can get copies of their financial reports. Discussion was made about the benefits of the race including hotel stays and the charitable giving to the community. Our sponsorship also includes a registration for a race team if anyone is interested. Nancy moved to approved. Kim seconded, and the motion carried.

- V. Tourism Marketing District Update:** The OCVB is still working to obtain support from 51% of the revenue generating hotels in the city for the TMD at a 2% rate. Once that is accomplished than we would engage Civitas. We have had discussions with Brighton Management and Embassy Suites. Brighton was not in favor of the 2% rate. They want the City to come to the table with a renewed commitment to the OCVB. They also wanted to see what Embassy Suites decided. Christian Hellot with Embassy talked to his ownership and they were worried about going over the 13% threshold. They both want some renewed commitment from the City. They don't want the TMD to be the sole source of funding for the organization. A meeting was scheduled with the new city manager and he would also like to meet with ownership of Brighton and Embassy. Nancy questioned the time frame of the process. It will take about 6 months to get this going. It needs to be done before the next fiscal year. The new city manager is very supportive of tourism.

- VI. VCC Update/STR report:** September requests were approved which include the PAL Boxing Tournament and a CCTC Co-op for UK & Ireland. The Tourism Impact Summit hosted by VCC at Spanish Hills Country Club is next Tuesday. STR report – Christian went over the details of the STR report included in the Board Packet.
- VII. New Business:** Michelle Flippo asked for completed board surveys that were emailed out to the board and included in the board packets.

Board Comments:

Peter Crabbe – The Hikianalia(Hawaiian rowers) will dock at the Maritime Museum October 10th through 14th. OCVB and the Channel Islands Harbor contracted Searle Creative to take video of the event.

Michael Pynn – There are a few new restaurants opening at The Collection.

Patty Tewes – The Military appreciation dinner will be at Courtyard by Marriott.

Steve Buenger – thanked Moqueca for the last-minute use of the restaurant. This is their 10-year anniversary in business at Marine Emporium Landing.

Nancy Lindholm – Ashley Golden has been appointed as City Liaison to Oxnard Chamber of Commerce Board.

Marilyn Miller – Jed has been working on the Hikianalia event. The Harbor is moving forward with the hotel and other projects.

Kim Recharte – Informed the Board of a free seminar concerning active shooter procedures.

Bryan MacDonald – There is a new media group in town called “The Voice” It should be a little more mainstream. Julie has met with them.

Otto Kanny – Military affairs committee will recognize 9 junior enlisted members at the upcoming banquet. The Invictus Games teams will be visiting Oxnard. Otto has a meeting scheduled with the City Manager to discuss handing over the Golf Course.

Adjourn at 10:00 am