

**Oxnard Convention & Visitors Bureau  
Executive Committee Minutes  
Monday, October 15, 2018  
Marine Emporium Landing  
3600 Harbor Blvd, Oxnard, CA 93035**

**Present:** Steve Buenger, Joe Cabral, Ashley Golden and Otto Kanny

**Absent:** Christian Hellot and Nancy Lindholm

**Staff:** Julie Mino and Michelle Flippo

**Public:** None

**Call to Order:** The meeting started with the President's report since we did not have quorum. Quorum was reached, and Chairman Joe Cabral called the meeting to order at 10:30 am.

**Public Comments:** None

**President/CEO report**

Julie Mino highlighted upcoming events. The Visitors Guide Launch Party is Thursday at Embassy Suites. Julie and Alyce Bosacki will be attending the VCC Tradeshow Committee meeting on Friday. They will be discussing the planning for the new VCC trade show booth that all cities will be a part of. The bulk of the Visitors Guides will be delivered next week. OCVB staff will be attending safety prevention courses with Tolman and Wiker on October 30<sup>th</sup> and November 15<sup>th</sup>. Julie will be attending the Oxnard Chamber's Board Retreat and the VCC Board meeting in November. The OCVB offices will be closed on November 12 for Veteran's Day. Brittney Hendricks will be returning to work on November 13.

Julie also highlighted meetings she has attended. A complete list was included in the packets. She attended Visit California's quarterly board meeting where they presented their campaigns for 2019. They are very similar to the OCVB's campaigns. She also talked with other destinations about their funding models. She also met with Alex Nguyen, Ashley Golden, Victor Dollar and Pearl Feist concerning Dallas Cowboys Training Camp. They are working towards a multi-year deal for the Cowboys return. The Hikianalia arrived in the Channel Islands Harbor. The OCVB and harbor partnered together to have Searle create a video of the event that was pushed out on our social media channels. She also met with the Executive Committee, Alex and Victor to discuss the TMD which will be discussed later in the meeting. She has also reached out to 13 other DMO's conducting TMD research.

The OCVB has rented a larger storage unit to move the current items into as well as the bulk of the new guides. Steve suggested that the storage unit be earmarked as a marketing expense because it is needed for the guides.-The guides will be located in 444 locations throughout California, Arizona and even an airport in Missoula. Our Best of Guides are located in 732 locations throughout California.

The OCVB is currently working with Santa to the Sea to put together sponsorship elements to help push hotels stays and track stays.

CA Restaurant Month is coming in January. The theme will be Tacos, Treats & Tastings from January 18-27, 2019.

As Julie was calling DMO's many suggested a program called LiveChat.com and it should be up and running this week on the VisitOxnard web site.

Alyce Bosacki was asked to be on an advisory committee for the parks and recreation department. Julie asked if this was something that the OCVB should be involved in. Ashley Golden will look into it to find out if this is something she should serve on.

## **Consent Agenda**

- A. **Minutes from September 2018** –Steve made the motion to approve the minutes. Ashley seconded, Otto abstained, and the motion carried.
- B. **Treasurer's Report from September 2018** – There is still a lot on the books for the California Welcome Center. Otto asked if the October installment from the city had been received. The funds have been received. Otto questioned what the community events and collaborative support line item is. That item is for the Santa to the Sea sponsorship and another community expense. There was also a Dallas Cowboy negative expense. We are just waiting for reimbursement from VCC. Steve made the motion to approve the Treasurer's report. Joe seconded, and the motion carried.

## **Tourism Management District/Civitas Discussion**

The Executive Committee met on Friday with Alex, Victor, Christian and the GM of Embassy Suites to continue the TMD discussion. The decision was made to ask for a 1.5% assessment by the hotels and the city would add .5%. to allow for continued city involvement. A committee will be formed to put together our new by-laws. Victor has asked for a cap on administrative expenses. The current board makeup will need to change and include 51% hoteliers. He also asked Julie to renegotiate the Civitas contract quote since the engagement with the hotel work has already been done. A kick off call with Civitas to break down exactly what they will be doing the next 6 months is scheduled.

## **VCC Update**

Our funding requests for October were approved which included the HelmsBriscoe partner fee & tradeshow in May 29, 2019. Also, a request for Certified Folder Display for distribution of our new guides in 444 locations. Julie brought up an issue with a program called U-Trip that was brought up in a VCC Board Meeting last year when Josh Travers was the CEO. It was a request that was made by Ventura. In the board meeting Victor thought it was something that all the cities would benefit from so offered to pay for it out of VCC's general funds. It was a similar program to what the OCVB already had on its web site. Soon after, Josh resigned, and we were never able to get all the information together to implement the program. We were able to cancel in time this year but now Victor is asking for us to pay VCC back for the year we did not use. Ashley suggested that we request that VCC reduce the amount they are asking for us to pay back because of all the circumstances surrounding the whole issue such as the change in staff and that we already had a similar program in place. There was also a suggestion to see if we can pay the funds back by it being deducted from the Oxnard 20% funds.

## **New Business**

Due to the Veterans Day Holiday and Thanksgiving Holiday the next Executive Committee Meeting will be held at 8:30 am on Wednesday, November 14<sup>th</sup> immediately before the General Board Meeting at Oxnard College.

## **Committee Comments**

Ashley Golden mention the meeting going on between Anderson Paak's management and the PACC for an event to coincide with his album release.

The Executive Committee Meeting adjourned at 11:00 a.m.