

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Monday, January 14, 2019
Marine Emporium Landing
3600 Harbor Blvd, Oxnard, CA 93035**

Present: Steve Buenger, Joe Cabral, Ashley Golden, Otto Kanny, Christian Hellot and Nancy Lindholm

Absent: None

Staff: Julie Mino and Michelle Flippo

Public: None

Call to Order: Chairman Joe Cabral called the meeting to order at 10:00 a.m.

Public Comments: None

Consent Agenda

- A. **Minutes from November 2018** – Otto Kanny made the motion to approve the minutes. Nancy Lindholm seconded, and the motion carried.
- B. **Treasurer's Report from November/December 2018** – Otto asked if the OCVB had received this quarter's funding from the city and it has been received. He is still concerned that we are showing the CWC assets on our financials and how that looks to a banker. The OCVB's accountant advised us to keep it on the books through the end of the fiscal year. We are still waiting to receive our security deposit back from The Collection. We are still behind in Brand Management, but the bottom line is where it needs to be. Steve Buenger made the motion to approve. Christian Hellot seconded, and the motion carried.

OCVB By-law Changes

Julie Mino passed out a copy of the current OCVB by-laws with red-lined changes suggested by Civitas including updating some language and making the document consistent by referring to directors/officers as only directors. It also includes the addition of wording making sure meetings are held within Oxnard boundaries and adding the Brown Act rules concerning teleconferencing. Discussion was made about the inability to have Life Time Directors and how to deal with Steve's Life Time Directorship. It was agreed on to take away that position immediately so the year that he has to be off the board could start immediately. He can remain in an advisory capacity. Another change that was added was the Public Records Act responsibilities to duties of the Secretary of the Board and to also align the Marketing Committee to be consistent with the new Oxnard Tourism Marketing District Committee. When the TMD passes, those funds will need to be governed by the hotels that are paying the assessment and that verbiage has been added to the by-laws. Annual reports will also have to be given covering the city funds as well as the TMD funds. All highlighted changes were discussed. Nancy made the motion to present the changes to the full board. Otto seconded and the motion carried.

Mid-year Budget Review

The mid-year budget includes rollover of \$66,000 that was saved to be used for the Visitors Guide and Civitas engagement. Because of these funds we were able to add Hey Orca (social media organization platform) and LiveChat (web site visitor communication platform). Collateral and printing went up to remove CWC references. Promotional merchandise went up. Now that it is later in the year, we have more information and locations for tradeshow and conferences, so the budget was changed to reflect that. We also added an additional person to attend IPW in Anaheim. We have switched over payroll to a new Quick Book system and postage is higher due to mailing of the new Visitor Guides. Ashley Golden asked if the budget was the typical budget for tradeshow and conferences. Christian made the motion to present the mid-year budget to the full board. Joe seconded, and the motion carried.

Tourism Marketing District

We will be going to our first Resolution of Intent meeting before the city council tomorrow night at 5:30. Ashley will introduce us, Julie will present and Gina from Civitas will also present. We currently have 70% hotel agreement. Julie has meetings set up tomorrow morning with two more hotels. This is the first step - Resolution of Intent. If the City Council approves this step then the city will send out a mailer to all hoteliers notifying them and giving them the opportunity to petition against it before the next appearance before City Council on February 5 for a public hearing then final adoption would be March 5th.

The TMD Committee that is being proposed would have a five year term and include representatives from Best Western, Embassy Suites, Courtyard by Marriott, Residence Inn or Hampton Inn, Hilton Garden or Homewood Suites, and two open seats for upcoming hotel properties. The by-laws also state that there cannot be over 50% representation from one ownership company. The committee must also be diverse in revenue streams and amount of hotel rooms. Pearl Fiest from Residence Inn has already accepted a position for the TMD committee. Julie is hoping that those who join the TMD committee will also sit on the OCVB Board.

Discussion was made about whether or not this item needs to be taken to the full board. The suggestion was made to have the board "Accept the recommendation" instead of "approve the recommendation" since approval is not required. Joe made the motion to ask the General Board to accept the committee recommendation. Nancy seconded, and the motion carried.

President/CEO report

Julie's activities are highlighted in her report included in the Board packet. This is trade show season so Alyce will be traveling extensively through April.

The OCVB Employee Handbook has been updated and will continue to be updated on a yearly basis. It includes some terminology clean up and some new laws but no major changes.

2019 Calendar of Event brochures have been delivered. Oxnard Restaurant Week is coming soon and we have received an extensive amount of press coverage.

We have scheduling conflicts for two upcoming Executive Committee Meetings. Julie will be travelling to the Destinations International Summit on the date of the April Committee meeting. It was agreed to hold that meeting on Monday, April 22nd instead of April 15th. Julie will be out on

vacation for the May meeting. The decision was made to hold the Executive Committee meeting before the General Board meeting on Wednesday, May 29th instead of Monday, May 20th.

VCC Update/STR Report

Recently approved VCC fund requests include Northstar Meetings in Los Angeles, Destinations West Tradeshow in Denver, a full-page ad in Los Angeles Magazine, promotional merchandise and a larger Strawberry Festival sponsorship.

The December STR report has not been released yet but Christian gave an update on the November report.

New Business

None

Committee Comments

None

The Executive Committee Meeting adjourned to closed session at 10:50 a.m. to conduct the President/CEO's annual review.

Closed Session adjourned at 11:35 am