

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Wednesday, February 27, 2019
Oxnard Performing Arts Center
800 Hobson Way, Oxnard, CA 93030**

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

Absent: None

Staff: Julie Mino and Michelle Flippo

Public: Steve Buenger, OCVB Board Advisor and Alicia Percell

Call to Order: Chairman Joe Cabral called the meeting to order at 8:04 a.m.

Public Comments: None

Consent Agenda

- A. **Minutes from January 2019** – Nancy Lindholm made the motion to approve the minutes with corrections to two misspelled words. Christian Hellot seconded, and the motion carried.
- B. **Treasurer’s Report from January 2019** – Otto Kanny questioned a direct deposit showing up on the financials. He talked with Toni and that is for payroll funds as we switch over payroll accounts. Nancy questioned some expenses from the updated budget that were planned to be spent later in the year but had to be spent in January. For instance, the Calendar of Events was reprinted in January instead of later in the year. Nancy made the motion to approve the Treasurer’s report. Joe seconded, and the motion carried.

President/CEO report

VCC is currently looking into partnering with Visit California and the four cities with an Expedia package where Visit California would match the funds the cities put in.

Revisions were made to the Brown Act that took effect on January 1, 2019 requiring agendas and approved minutes to be included on the OCVB’s website. The site currently has January and February’s agendas and once January’s minutes are approved, they will also be added. The suggestion was made to go back and add all the agendas and approved minutes for the entire fiscal year.

VCC Update

The new Ventura County Coast Trade Show booth was a success at both the San Diego and Los Angeles leisure tradeshow. In fact, it won the award for “Best of Show Booth” at the Los Angeles show.

Organization Structure Discussion

The last three months OCVB staff has been participating in job coding (keeping track of what tasks are being done and by whom) followed by an interactive job description rewrite. The main changes were changing Alyce Bosacki's title from Vice President of Sales & Marketing to Vice President of Sales & Community Development. Also, when Brittney Hendricks comes on full time, she will take on additional duties so her new job title will be Marketing and Communications Director. The staff realizes job descriptions will change as the industry changes.

Tourism Marketing District Update

A public meeting before City Council was held on February 5th. Some of the smaller hotels expressed their concern about the TMD assessment and the fact that their clientele did not include tourists. So, the decision was made to request a change in the make up of the TMD. We are requesting that businesses with 54 rooms or less not be included in the assessment. These motels/hotels may voluntarily assess themselves to be included in the district, as well as short term rentals. We will present this change and ask for approval at the City Council Meeting on March 5th. Christian asked how long it will take to start collecting funds if everything passes at the next meeting. Civitas has suggested mailing out the information on March 6th. Ashley Golden asked that we coordinate this with her assistant, Sarah.

Nominating Committee Discussion

We have/will have some positions opening for the OCVB Board of Directors. Otto Kanny and Jorge Rubio will be terming off at the end of June. Tim Kilcoyne of Scratch Sandwich Counter has closed his restaurant and accepted a full-time position with World Central Kitchen so he will step off the board. Steve Buenger has moved into an advisory role until January 2020 leaving the Vice Chair of the Board empty. Discussion was made about requesting the members of the TMD Committee to also sit on the OCVB Board. Both representatives from Hilton Garden Inn and Homewood Suites have expressed interest in being a part of the TMD Committee. The suggestion was made to have one of them on the TMD Committee and the other one on the OCVB Board. Term limits for the Executive Committee were also discussed. Someone suggested that with Tim off the board we need a restaurant representative. Juan Carlos Ramirez with Xielo and Magda Weydt with Fresh and Fabulous were suggested. Stacy Miller with Stacy Miller Public Affairs and Cheryl Connally with Islands Packers were also suggested to fill other vacancies. Joe, Otto and Nancy agreed to act as a nominating committee who will meet next week and start the process of interviewing prospective board members.

New Business

None

Committee Comments

Christian Hellot – Renovations have been pushed back to September
Nancy Lindholm – Chamber's Knowledge and Network Lunch is Thursday, March 14th. Jeff Lambert, the new Director of Development Services with the City of Oxnard will be the speaker.

Steve Buenger – Received the Notice of Pending Development notice from the Coastal Commission on the abutment repairs and demolition of the old Casa Sirena.

Ashley Golden – The City will be holding a job fair April 12th at Oxnard City College.

The Executive Committee Meeting adjourned at 8:50 a.m.