

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Monday, March 18, 2019
Marine Emporium Landing
3600 Harbor Blvd, Oxnard, CA 93035**

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

Absent: Christian Hellot

Staff: Julie Mino and Michelle Flippo

Public: Steve Buenger, OCVB Board Advisor

Call to Order: Chairman Joe Cabral called the meeting to order at 10:03 a.m.

Public Comments: None

Consent Agenda

- A. **Minutes from February 2019** – Otto Kanny made the motion to approve the minutes. Nancy Lindholm seconded, and the motion carried.
- B. **Treasurer’s Report from February 2019** – Very little has changed on the balance sheet since last month. The security deposit for the CWC still has not been received. February came in under budget. Everything looks good for year to date. Nancy made the motion to approve. Joe seconded, and the motion carried.

President/CEO report

Julie Mino met with Oxnard City Councilman Bert Perello and discussed his reasoning behind his vote against the TMD. He was unhappy with the elimination of the 54 room or less hotels. Julie explained to him that the OCVB doesn’t currently market those. His impression was that we only changed because of their complaints. She also explained that Short Term Rentals were excluded since the city does not regulate them. She requested that there be more open communication between Julie and Councilman Perello. They also discussed the need to continue to receive funds from the City to promote the City as well as the hotels.

OCVB staff met w/Chief Whitney and toured the police station last week receiving information to pass on to tourists answering questions about their safety in Oxnard. We worked with the Chief and the PIO about an “elevator” speech when faced with safety concerns.

Julie attended the Oxnard Chamber Knowledge and Networking Luncheon with Jeff Lambert from the City of Oxnard as the speaker. Tomorrow she and Joe will be meeting with the Channel Islands Inn representative. She also has a meeting scheduled with Alex Nguyen. Thursday she will be attending a performance and coaching/development training. A conference call is scheduled with the Dallas Cowboys. They would like this year’s camp to be more of a team experience than a tourism experience. So, discussion will be made about how the City and OCVB staff will be able to work together on this.

Advertising outreach for the 2020 Oxnard Visitors Guide has begun. So far, we have 5 return advertisers committed. The OCVB is looking at a wider distribution for the next visitors guide

through Certified Folder Display.

The OCVB is an official sponsorship of the Strawberry Festival this year so the staff is working on creating the items needed for that. The team is working with Steel Cut Productions to obtain new video assets. We are also working on the marketing plan and budget for FY 19-20.

VCC Update

The requested funds from VCC are included in the Committee Packet which includes a visit from a travel influencer from the LGBT community. It also includes a co-op with Visit California and Expedia. Visit California will supply a two times match to any funds provided by areas in California affected by the recent fires and other catastrophes. Oxnard will be contributing \$30,000 through 20% VCC funds. Also, funds were requested for some travel/meeting shows and some ads, one of them being the USA Today's Annual Guide to the National Parks. Visit Oxnard will also be included in the Central Coast Map that we are in annually.

Nominating Committee Discussion

The Nominating Committee met and due to the current vacancy on the Executive Committee since Steve Buenger's Lifetime Director position had to be dissolved, their recommendation is to move Christian Hellot from Secretary to Vice Chairman. Move Otto Kanny from Treasurer to Secretary and change Nancy Lindholm from Co-Treasurer to Treasurer.

They also want to bring to the Board the request to add the newly formed TMD Committee members to the Board. Joe Cabral, Patty Tewes and Christian Hellot are already on the Board so Pearl Feist with Residence Inn and either Scott Paoella with Hilton Garden Inn or Dolores Licon with Homewood Suites would be added to the Board. Julie has met with Pearl and she has agreed to join the Board. Julie still needs to meet with Scott and Dolores. We would leave two seats open for the upcoming hotel properties. Discussion was made about others to add to the board including Magda Weydt with Fresh and Fabulous and Cheryl Connally with Island Packers. Christian said he had spoken to Cheryl and she doesn't have any interest in joining the Board. She would continue to help Visit Oxnard as she has so graciously done in the past but does not have the time to commit to the Board. The Committee continue to discuss other possible restaurant representatives; La Dolce Vita, Tierra Sur and Moqueca Brazilian Cuisine.

New Business

Ashley Golden stated that we need to start working on the upcoming contract between the OCVB and the City of Oxnard. She requested that Julie look over the current contract and give her items that need to be changed/added.

Committee Comments

Ashley Golden – March 25th there will be a special City Council meeting held at the PACC to discuss short-term rentals. The Committee discussed some of the public opinions and regulation options.

The Executive Committee Meeting adjourned at 11:01 a.m.

