

**Oxnard Convention & Visitors Bureau
Executive Committee Minutes
Monday, August 20, 2018
Marine Emporium Landing
3600 Harbor Blvd, Oxnard, CA 93035**

Present: Otto Kanny, Steve Buenger, Nancy Lindholm and Christian Hellot

Absent: Joe Cabral

Staff: Julie Mino and Michelle Flippo

Public: None

Call to Order: Vice-Chairman Steve Buenger called the meeting to order at 10:04 a.m.

Public Comments: None

Consent Agenda

- A. **Minutes from June 2018** – Otto Kanny made the motion to approve the minutes. Christian Hellot seconded, Nancy Lindholm abstained, and the motion carried.
- B. **Treasurer's Report from June and July 2018** – June report still has both bank accounts on it. CWC assets will be changing. Year end for OCVB bottom line was what we had planned on. \$60,000 surplus that is earmarked for some FY 18-19 extra expenses.
July – We are still holding funds for the Visitors Guide most likely will hit in October. CWC tickets sales were high but the fair tickets have not been paid for yet. Kanny asked questions about a VCC charge. We are waiting for reimbursement from VCC for items for Dallas Cowboys Training Camp. OCVB purchased several items for DCTC and we paid the invoices until the end and then VCC reimburses the OCVB. Hellot made the motion to approve the Treasurer's Report. Lindholm seconded, and the motion carried.

President/CEO report

The CWC Staff Volunteer party is tonight. Julie Mino invited all present to attend.

Mino will be attending the following upcoming events; CalTravel Summer Board Meeting on August 24, the Oxnard Jazz Festival on September 8 at Oxnard Beach Park, OCVB Marketing Meeting on September 25 and the Chamber Military Appreciation Dinner on September 28 at Courtyard by Marriott.

Mino attend the Destination International Conference in Anaheim. She attended the Civitas Forum about TMD's. Oxnard is one of the only cities in the State of California that is not under a TMD.

Hellot and Mino are working on a local ambassadors' program for training the front-line staff starting with hotel staff and moving into restaurants and museums. They would like to take the staff to different locations in Oxnard. The first program will most likely be at Heritage Square.

Mino met with the new City Manager, Alex Nguyen on August 3rd. He seems very supportive of the OCVB and mentioned it was well run and one of the only profitable departments in the city.

CWC Update - Visit CA hosted two proposers calls for interested parties to take over Oxnard CWC. Brian Tucker from VCC was on the call as an interested party but there were no requests of interest turned in. All employees have signed severance letters and agree to stay till closure on September 2, 2018. The manager and two concierges will work through September 7 to help with closing duties and packing. Herzog picked up the wine machines. There is a long list of “to-do’s” being split between staff and they are holding weekly meetings to discuss updates. There have been clearance sales throughout the store since August 4. Certified Folder Display has agreed to continue complimentary brochure placement for the OCVB through December 31, 2018. Mino is working with Cal Trans and the City to organize CWC sign removals.

Visitor Guide Update – In 2012/13 when we last printed a Visitors Guide it included 14 advertisers with a \$20,000 income. This time we have 67 advertisers with a \$54,000 income. The OCVB is changing insurance companies. The health plan will be changed to JHC Benefits and dental and vision to Guardian and VSP on October 1. Workers Comp and Property Insurances will be changed to Tolman & Wiker on August 1 and October 1. The OCVB staff has been enrolled in loss preventions seminars.

Buenger had to excuse himself for a few minutes so we moved to the VCC update on the agenda.

VCC Update

The OCVB funding requests for July and August were approved.

The annual VCC Tourism Summit will be held on October 2nd from 11:30am-2pm at Spanish Hills Country Club in Camarillo. Mino encouraged the committee to attend.

The Visit Camarillo CEO/President, Adriana Huizar, resigned. Her last day was August 10th.

The STR Report that is in the committee packet was discussed.

VCC is commissioning an 18-month hotel forecast that will be shared with all cities.

Tourism Management District/Civitas Discussion

OCVB has put together a TMD proposal to give out to the hotels. Christian Hellot presented it to the regional team of Embassy Suites Mandalay Beach last week. Owner representation is coming to the property on September 5th and they will inform them of the regional operators’ desire to sign the TMD agreement on property. Brighton Management will not approach their owners again until Embassy Suites has signed the agreement. The suggestion was made to wait until after Embassy Suites agrees to engage Civitas.

New Business

None

Committee Comments

None

The Executive Committee Meeting adjourned at 11:07 a.m.