

**Oxnard Convention & Visitors Bureau  
Executive Committee Minutes  
Monday, September 17, 2018  
Marine Emporium Landing  
3600 Harbor Blvd, Oxnard, CA 93035**

**Present:** Steve Buenger, Nancy Lindholm, Joe Cabral and Ashley Golden

**Absent:** Otto Kanny and Christian Hellot

**Staff:** Julie Mino and Michelle Flippo

**Public:** None

**Call to Order:** Chairman Joe Cabral called the meeting to order at 10:02 a.m.

**Public Comments:** None

**Consent Agenda**

- A. **Minutes from August 2018** – Steve Buenger requested that we go back to our original form of using first names once a member is mentioned instead of last names. Steve made the motion to approve the minutes. Nancy Lindholm seconded, Joe abstained, and the motion carried.
- B. **Treasurer’s Report from August 2018** – Nancy questioned why the deposit reimbursement from the OCVB Suite 208 office was recorded under miscellaneous income. It will be adjusted and added to rent. The OCVB balance sheet was discussed with explanations for CWC and OCVB expenses. Payroll was high for August due to the fact that it was a 3-payroll month. Steve made the motion to approve the Treasurer’s report. Joe seconded, and the motion carried.

**President/CEO report**

Julie Mino highlighted the upcoming events in Oxnard and the ones that she will be attending. The list is included in the Committee Packet. The OCVB has PAL Boxing Tournament ring side seats available to staff and the board if anyone is interested.

The Visitor Guide Launch Party is on Thursday, October 18th at Embassy Suites Mandalay Beach resort and it will include activities representing the City of Oxnard.

Julie recapped the events and meetings she attended since the last meeting. A list is included in the packet.

CWC Update: CWC officially closed and is almost completely cleared out as of September 7<sup>th</sup>. A walk through with Steve and Michael Pynn is scheduled for September 18th to see what still needs to be completed before we hand back the keys. Cal Trans and the City of Oxnard have removed all Welcome Center road signs. The OCVB is working on removing CWC logos from all materials including web site, print ads and collateral. There was very little merchandise left over to be transferred to OCVB. The Channel Islands Maritime Museum and Heritage Square purchased many items for their gift shops. Julie is working with Toni Morris and the accounting

firm on final close out procedures.

Visitor Guide Update: The last time the OCVB created a new Visitors Guide in 2012/13 there were 14 advertisers involved that included \$20k in income. The current guide has 67 advertisers and \$54k in income. The guide is currently in the reviewing process of the final proof. Launch Party will be on October 18 at Embassy Suites on the Playa Vista Lawn.

The OCVB insurance plans will be changing starting October 1. All employees have been enrolled in new plans with JHC Benefits. We are not renewing BPP insurance with Farmers. It will switch to Hanover (via Tolman & Wiker)

Julie and Searle Creative are holding monthly meetings. The next project that they would like to start is a refresh of the web site and monthly newsletters. The OCVB is also launching a new program "Hey Orca" to implement organization of all social media and approval processes. The weekly Things to do List has a new look and we are updating the email distribution list. Best of Oxnard guides are going very quickly through Certified Folder Display.

Discussion was made about ways that we might support the upcoming Santa to the Sea Marathon. It is very important that they find a way to track hotel room nights. The recommendation was to put this item on the agenda for the next OCVB General Board meeting. Joe suggested \$2500 sponsorship and \$2500 in kind marketing efforts.

### **VCC Update**

The OCVB funding requests for September were approved which includes: CCTC Black Diamond (co-op to promote the Central Coast to the UK and Ireland markets) and the Oxnard PAL Boxing Sponsorship. Julie discussed the upcoming VCC Tourism Summit on October 2nd from 11:30am-2pm at Spanish Hills in Camarillo and made sure all were registered.

The latest STR Report was not available for discussion.

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

We were working with the Embassy for support of the TMD. Christian presented to his ownership last week. It didn't go as expected. They are concerned about how the additional fees would affect Oxnard compared to the surrounding areas. Camarillo is at 13% Ventura is at 12%. Discussion was made about possibly lowering our ask to 1.5% as long as the City gives us some kind of commitment to continue to fund a base amount, possibly have the city make up the other .5% . It would save the city \$400,000 currently. Julie is creating a California map with all the areas and their TOT numbers to help as we present the new plan to the City Manager and then go back to the hotels.

### **New Business**

None

The Executive Committee Meeting adjourned to Closed Session at 10:49 a.m.

Closed Session adjourned at 11:13 a.m.