



**District Identity & Placemaking Committee**  
DOIA, 519 South C Street, Oxnard, CA 93030  
Thursday, October 24, 2024 at 2 p.m.

### **MEETING AGENDA**

1. Call to order – Gary Blum, Chair
2. Public Comments\*
3. Approval of the Minutes of September 26, 2024 meeting
4. Halloween Haunt in the Park
5. Dia de Los Muertos
6. Holiday Events Coordination – Tree Lighting, Parade, Holly Trolley
  - a. Decorating
  - b. Sponsorships
  - c. Volunteers
7. Storefront Window Decorating Contest
8. Committee announcements / Items for future agenda
9. Adjournment

**\*OPEN MEETINGS:** Pursuant to the Brown Act, the DOIA posts all Board and Committee agendas at the meeting venue(s), its office, and on its website. This meeting is noticed and conducted pursuant to Govt. Code § 54953(b). At a special meeting, a person may address the Board only on matters on the agenda. The presiding officer may limit comments to three (3) minutes. The Board cannot enter into detailed discussion or take action on any item presented during public comments not on the agenda. For more information, call 805 385-2705 or email [info@downtownoxnard.org](mailto:info@downtownoxnard.org) **PUBLIC ACCESS VIA GOOGLE MEET:** <https://meet.google.com/bci-nniy-oua>

## District Identity & Placemaking Committee Meeting

DOIA Office, 519 South C Street, Oxnard, CA

Thursday, August 29, 2024

1. **Call to Order:** Chair Gary Blum called the meeting to order at 2:05 pm  
**Attendees:** Angela Whitecomb, Carolyn Mullen, Michelle Flippo, Jan Bustalino, and Daniel Cabrera. DOIA staff, Abel Magana.
2. **Public Comments: None**
3. **Minutes of June 27, 2024:**  
Motion to approve by Michelle; Seconded by Angela. Motion passed unanimously.
4. **Fall Events:**
  - a. **First Thursdays:** Gary reported not all the trucks have been booked. Considering having EDM (Electronic Dance Music) night. Daniel requested to do an Oxnard stickers giveaway.
  - b. **Mural Dedication:** Carolyn and Abel shared plans to hold a “short and sweet” celebration for the Third Street Bridge mural completed by artist DJ Javier. The event in the Transit Center parking lot under the bridge will feature a performance by Alias Dance Group and remarks by special guests including the mother of Cola Boyy. Abel is running the permits and mentioned the City’s fees for Fire Department inspection.
  - c. **Fiestas Patrias:** Abel summarized the schedule of festivities for the event. The two local radio stations take turns annually producing the event. This year it is La M Radio’s turn. They will have a festival in the park on Saturday and Sunday and a parade on Sunday.
  - d. **Multicultural Festival:** Abel mentioned that DOIA member Tiffany Lopez who is also on the City’s Community Relations Commission suggested we sponsor a booth at the MCF. DOIA recently sponsored the Lions Club and has no more funds budgeted.
  - e. **Halloween Haunt in the Park:** Abel announced that the TUP for DOIA’s annual trick-or-treat has been submitted. We received a City Special Events Subsidy grant that will reduce City fees. We are seeking organizations to host treat booths on Saturday, Oct. 26<sup>th</sup>.
  - f. **Dia de Los Muertos:** Carolyn gave an overview on plans for OPAC’s annual event. There are other events concurrently including a concert in the main auditorium sponsored by La M Radio. Abel mentioned that Edith Elitza will be involved in Pipiripau’s event but is still looking at potentially doing a parade.
5. **Website Updates:** Abel reported on progress in updating the website to incorporate our new branding logo and colors. Our web developer has completed the programming and transfer of the existing content to a staging server on the cloud but not live to public. Staff is reviewing to identify content updates including getting new merchant photos for the directory.
6. **Committee comments:** Gary mentioned that the Salsa Festival budget was \$375K and it brought in \$341K, so it lost money. Ventura Music Festival is hosting a concert at Heritage Square on Sept. 13<sup>th</sup>, and Streets of Vintage is advertising a Beetlejuice theme market. Michelle announced that Visit Oxnard is discontinuing the Restaurant Pass and Taco Trail. They are working on other ways to help restaurants without having to offer discounts.
7. **Adjournment: 3:14 pm**