Community Marketplace Oversight Committee Meeting Agenda

Friday, February 21, 2024 - 12:00pm-1:00pm
OC Library Learning Resource Center – Writing Center Boardroom

I. Call to Order

Committee Members
- ☐ Brenda Heredia, Chair
- ☐ Vincent Stewart

II. Public Comments

III. Information/Discussion Items

A. Community Marketplace Update
B. Calendar of events
C. Strategic plan update

IV. Other Business

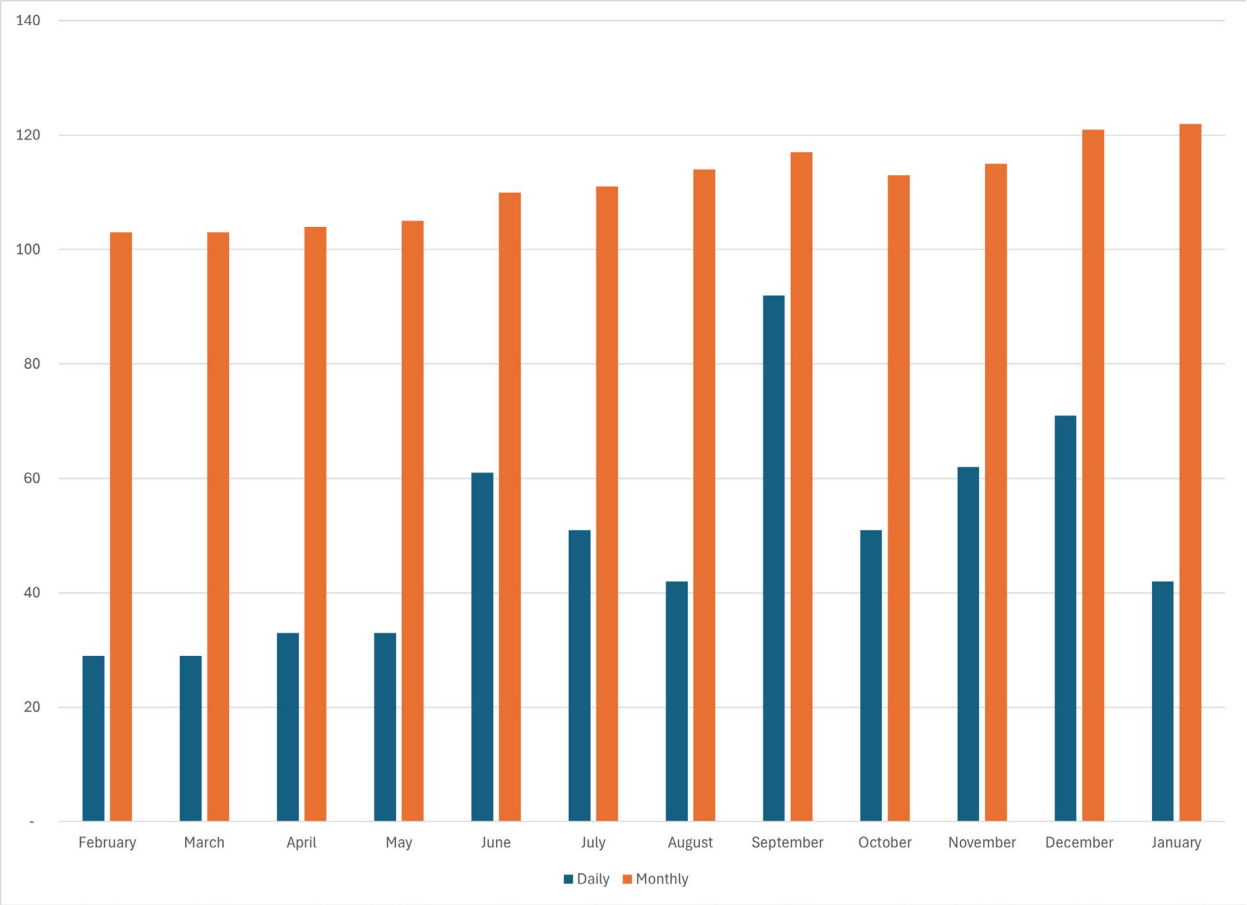
V. Adjournment

Meeting Materials
III-A – Marketplace Update – p. 2-4
III-B – Calendar – p. 5
III-C – Strategic Update – p. 6

Agenda and materials are available at: https://oxnardcollegefoundation.org/board-meetings/

Community Marketplace Update

Below is a chart of the most recent 12 months. Specific details follow.



12-Month Details

Month	Weeks	Daily	Monthly	Income
February	3	29	103	39,475
March	4	29	103	30,890
April	4	33	104	42,420
May	4	33	105	44,015
June	5	61	110	48,580
July	4	51	111	47,870
August	3	42	114	43,190
September	5	92	117	60,275
October	3	51	113	35,520
November	4	62	115	46,360
December	4	71	121	58,835
January	3	42	122	44,520
Totals	**46**	**596**	**1,338**	**541,950**

Areas we're addressing

Safety plans

- We're working with District staff to create an incident action plan for the Marketplace. This will allow us to be prepared to protect our vendors and patrons. Included in this plan may be the hiring of additional staff to focus on safety, purchase of water and first aid kits, and compensation increases aligned with additional duties.
- We're developing a plan to protect vendors and patrons should we encounter ICE activity at the Marketplace.

Policies

- We're preparing to draft a policy which releases booth spaces from vendors who vacate for one complete month.
- We're reviewing our vendor rules and regulations to ensure that vendors and patrons are safe and the Foundation and Oxnard College are protected.

Staffing

We have a new Marketplace manager. On November 1, Michael Inda assumed management of the Community Marketplace on a part-time basis. On February 1, he transitioned to the full-time manager, who will also work on Foundation events. He's been a great addition to the team, quickly adapted to the new and upgraded database, and has provided exceptional service to vendors and patrons. He brings many ideas to improve efficiencies, inspire growth, and be more resourceful to vendors and patrons.

Outreach activity

We've expanded the BoothTracker swap meet management system to allow for online rental payments and more streamlined management from the staff end. The upgrade will soon allow us to feature the entire vendor rental map on the Foundation website, where vendors may reserve booths in advance. It will also promote individual members to all webpage visitors, who will gain more information about vendors such as specific details, social media feeds, and sales specials.

We're actively looking at social media as a key driver to increase the number of vendors and patrons. We're posting messages to our Facebook and Instagram accounts.

The next page features social media activity since April 2024.

Social Network	Date	Image	Post Reach	Post Impress	Engagement
Marketplace Facebook	4/22/2024	Family Festival flyer	95	88	1
Marketplace Facebook	5/19/2024	Marketplace photo	30	30	2
Marketplace Facebook	6/6/2024	Sublime Sweets	204	210	0
Marketplace Facebook	6/25/2024	Art Exhibit flyer	131	136	0
Marketplace Facebook	6/26/2024	Marketplace image	150	155	0
Marketplace Facebook	6/26/2024	Swap Meet Justice images	177	182	0
Marketplace Facebook	6/26/2024	Swap Meet Justice images	211	218	0
Marketplace Facebook	6/28/2024	Vendor image	223	228	1
Marketplace Facebook	6/28/2024	Vendor image	256	261	1
Marketplace Facebook	7/25/2024	Swap Meet Justice image	218	225	0
Marketplace Facebook	7/25/2024	Swap Meet Justice image	224	232	1
Marketplace Facebook	9/8/2024	Vendor image	135	139	4
Marketplace Facebook	9/8/2024	Vendor image	118	125	1
Marketplace Facebook	9/9/2024	Lazer Media image	138	141	1
Marketplace Facebook	9/9/2024	Lazer Media image	195	198	5
Marketplace Facebook	10/11/2024	Marketplace image	65	66	2
Marketplace Facebook	10/20/2024	Marketplace images	232	218	3
Marketplace Facebook	12/19/2024	Holiday video	158	258	4
Marketplace Facebook	12/20/2024	Marketplace video	132	208	6
Marketplace Facebook	12/22/2024	Marketplace video	144	261	9
Marketplace Instagram	8/20/2023	Marketplace image	0	50	2
Marketplace Instagram	10/27/2023	Marketplace image	177	208	20
Marketplace Instagram	10/28/2023	Marketplace image	0	55	8
Marketplace Instagram	11/19/2023	Marketplace image	0	63	5
Marketplace Instagram	12/14/2023	Christmas Flyer	253	328	389
Marketplace Instagram	12/14/2023	Christmas Flyer	0	54	4
Marketplace Instagram	5/19/2024	Marketplace photo	91	98	10
Marketplace Instagram	5/24/2024	Vendor photo	104	125	8
Marketplace Instagram	5/31/2024	Vendor photo	263	305	1
Marketplace Instagram	6/6/2024	Vendor photo	114	160	10
Marketplace Instagram	6/14/2024	Vendor photo	45	57	8
Marketplace Instagram	6/25/2024	Art Exhibit flyer	530	739	32
Marketplace Instagram	6/26/2024	Marketplace image	198	260	8
Marketplace Instagram	6/26/2024	Marketplace image	58	65	3
Marketplace Instagram	6/26/2024	Swap Meet Justice image	249	278	9
Marketplace Instagram	6/28/2024	Vendor image	66	76	9
Marketplace Instagram	6/28/2024	Vendor image	114	136	11
Marketplace Instagram	7/12/2024	Vendor image	89	106	7
Marketplace Instagram	7/12/2024	Vendor image	62	81	9
Marketplace Instagram	7/25/2024	Swap Meet Justice image	24	56	3
Marketplace Instagram	7/25/2024	Swap Meet Justice image	75	93	3
Marketplace Instagram	9/8/2024	Vendor image	60	69	13
Marketplace Instagram	9/8/2024	Vendor image	38	47	5
Marketplace Instagram	9/9/2024	Lazer Media image	193	207	11
Marketplace Instagram	9/9/2024	Lazer Media image	92	99	6
Marketplace Instagram	9/11/2024	Marketplace image		44	4
Marketplace Instagram	10/11/2024	Marketplace image	226	256	15
Marketplace Instagram	10/20/2024	Marketplace images	115	93	16
Marketplace Instagram	12/15/2024	Holiday flyer	309	517	56
Marketplace Instagram	12/20/2024	Marketplace video	361	482	17
Marketplace Instagram	12/22/2024	Marketplace video	343	465	21
Marketplace Instagram	2/9/2025	Marketplace video			20
Marketplace Instagram	2/11/2025	Marketplace video			237

Oxnard College Community Marketplace

2025 Calendar

(as of January 2025)

January
5
12
19
26 – Swap Meet Justice

February
2
9
16
23 – Swap Meet Justice

March
2
9
16
23
30 – Swap Meet Justice

April
6
13
20 – CLOSED (Easter)
27 – Swap Meet Justice
– OC Family Fest

May
4 – Cinco de Mayo Fest
11
18 – Swap Meet Justice
25

June
1 - Native American Powwow
8
15
22 – Gold Coast Health Clinic
29 – Swap Meet Justice

July
6
13
20
27 – Swap Meet Justice

August
3 – Clinicas Del Camino Real
Health Fair
10
24 – Swap Meet Justice
30

September
7
14
21 – Lazer Media Celebration
28 – Swap Meet Justice

October
5
12
19
26 – Swap Meet Justice

November
2
9
16
23
30 – Vendor Appreciation Day
– Swap Meet Justice

December
7
14
21 – Clinicas Holiday Fest
28

Strategic Update – Marketplace

Build Revenue – Grow the Marketplace

Implementation Step: Create calendar of events throughout the year.
Update: Complete, continually updated and posted

Implementation Step: Implement new Marketplace management software.
Update: Complete. Recently upgraded to new platform, new features.

Implementation Step: Conduct a SWOT Analysis of the marketplace.
Update: Not conducted yet.

Implementation Step: Identify possible new review opportunities.
Update: Expanded footprint, discussing sponsorship possibilities.

Implementation Step: Create potential expansion map.
Update: Completed. Added new row, total expansion of 15 spaces.

Implementation Step: Identify additional community partners to engage.
Update: Complete. Recently featured Clinicas del Camino Real, which sponsored a toy giveaway. Plan to partner with Gold Coast Health Plan on a health clinic.