



**VISALIA CONVENTION AND VISITORS' BUREAU**

Wednesday, June 12, 2024 • 9:00 a.m.

Meeting Minutes

Visalia City Administration Office-Board Room, 220 N Santa Fe St, Visalia, CA 93292

Chair: Steve Nelsen		Staff: Sherrie Bakke, Suzanne Bianco			
Members Present: Anil Chagan Carrie Groover Aaron Hensley Roger Hurick John Oneto Adrian Reynosa Samantha Rummage-Mathias Katy Young		Members Absent: Rick Feder-E Bob McKellar -E Michael Seaward Brett Taylor-E		Present - 9 Absent – 4 Quorum – Y	
				Others Present/Guests: Leslie Caviglia, City Manger Denise Taylor -Conner: Holiday Inn Express	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
	<b>Call to Order</b>	Steven Nelsen, Chair, called the meeting to order at 9:00am.			Nelsen
	<b>Public Comment</b>	<ul style="list-style-type: none"> <li>Brett Taylor has a conflict with his own board meeting – His meetings are typically the third Wednesday of each month. Brett connected with staff to review today's agenda and he will be welcoming the Miss California Teen Delegates and the competition audience on Thursday.</li> <li>Rick Feder is having a dental procedure today.</li> </ul> <p><i>This time is allowed for comments on subject matters pertaining to items on the agenda. Each speaker will be allowed three minutes. No action can be taken, at this time, on items mentioned in public comment.</i></p>		No Public Comment	
1.	Board Member Resignation	Chairman Nelsen received email notice from Bob McKellar resigning from the CVB Board. Chagan motioned to accept McKellar's resignation. The motion was seconded by Oneto. Motion carried		McKellar Resignation	Chagan/ Oneto

2.	Approval of Meeting Minutes	Reynosa motioned to approve the May 8, 2024, Meeting Minutes as presented. Rummage-Mathias seconded the motion. Motion approved without discussion.	Approved 05/08/2024 Minutes.	Reynosa / Rummage-Mathias
3.	Financial Report	<p>John Oneto presented the financials with the following notations and discussion:</p> <ul style="list-style-type: none"> <li>• The City of Visalia has received two invoices totaling \$360,000 identified in the council approved purchase order.</li> <li>• Payroll is underbudget based on the open Convention Sales Position</li> <li>• VCVB Is in a good financial position.</li> </ul> <p>Hensley motioned to approve the May financials. Hurick seconded the motion. Motion approved.</p>	Approved May 2024 Financials	Hensley/ Hurick
4.	2023 Annual Report	Staff presented the 2023 Annual Report. Oneto motioned to submit the report to Visalia City Council. Hurick seconded the motion. Motion carried	2023 Annual Report	Oneto/ Hurick
5.	Knowland	<p>Staff presented the features and benefits of contracting for lead generation through the Knowland platform. Our colleagues in convention sales participated in the product demonstration and recommend we contract for 1 year. The convention committee will work on a process for ensuring we have lead generation for the entire community.</p> <p>Oneto motioned to approve the \$13,500 contract with Knowland. The motion was seconded by Hurick. Motion carried</p>	Approved Knowland – 1 year \$13,500	Oneto/ Hurick

6.	HVS	<p>The last convention economic impact study was commissioned by the City of Visalia in 2008. HVS has submitted a proposal for updating the study and expanding it to include the economic impact of all group business and tourism. Retained earnings would fund the study. The City of Visalia appointed leadership has requested the study. Groover motioned to approve no more than \$67,200 for the completion of the proposed HVS Economic Impact study. The motion was seconded by Rummage-Mathias. Motion was approved</p>	HVS Economic Impact Study – not to exceed \$67,200.	Groover/Rummage-Mathias
7.	Board Member Appointment	<p>At large: The Board of Director bylaw amendment identifies 4 at large positions. Three of those positions are currently officers of VCVB: Steve, Katy and John.</p> <p>During the May meeting we agreed to have the 4<sup>th</sup> position filled by a current CVB Board Member. Staff reached out to the 4 at-large candidates to inquire about their interest. Roger was the first to offer his help if no one else stepped up. We were very excited when all four expressed interests in continuing service.</p> <p>Considering both Roger and Aaron have intentions of stepping away after serving this year, the executive committee is recommending the full board select the 4<sup>th</sup> at large position between Rick and Adrian.</p> <p>Written votes were collected from all attending Board Members with the majority voting for Adrian Reynosa with the Visalia Convention Center. (7-2)</p> <p>Non TMD Hotelier: Chagan motioned to approve Denise Taylor-Conner to the CVB Board to serve as the non-TMD Board Member Hotel representative. The motion was seconded by Groover. Motion approved.</p>	<p>Adrian Reynosa At Large Board appointment.</p> <p>Denise Taylor-Conner was appointed to serve as non-TMD Board member hotelier representative.</p>	<p>Blind vote</p> <p>Chagan/Groover</p>
	Informational Items			

1.	Executive Committee Report	During the June Executive Committee Meeting it was concluded, provided the May 8 meeting minutes were ratified today, there is no need to continue a monthly Executive Committee Meeting. The Executive Committee purpose has not changed; hire and fire the Executive Director, address legal matters, and provide direction on sensitive business matters. The Executive Committee, working in conjunction with the full board, will establish the Goals and Objectives for the Executive Director. The Executive Committee will provide performance reviews and when appropriate recommend adjustments in compensation.	Information Only	Nelsen
2.	Executive Director Report	Staff shared the Convention Sales Tracking tool managed by the sales staff daily. The tracking tool is a result of the measures desired by the City Contract Ad Hoc Committee	Information Only	Bakke

3.	VTMD	<ul style="list-style-type: none"> <li>• <u>Destination By Design</u> TMD has agreed to fund a study on Visalia's Tourism Infrastructure and conduct a Brand Assessment. The objective is to provide a high level, foundational tourism assessment with actionable insights to guide future tourism development efforts. Project approval is contingent on the City of Visalia agreeing to support the study and mindfully consider the recommended direction. We believe the study will ultimately serve as a strategic direction for infrastructure recommendations.</li> <li>• <u>Meeting with World Ag Expo Leadership/Marketing</u> The TMD Board Members met with the WAE leadership and marketing team to discuss our pain points of the WAE only accepting our hotels listings on their website based on a cap of room rates and maximum number of night stays.  We learned they did not know of this requirement we also learned; Visit Fresno has had a 20-year promotion relationship with WAE.  Suzanne and Sherrie will continue to meet with the marketing team to learn of partnership opportunities.</li> <li>• <u>Meeting Frequency</u> With fewer hotel representatives serving on the CVB Board, TMD has increased our board meetings from quarterly to bi-monthly.</li> </ul>	Information Only	Chagan
	Adjourn	Nelsen adjourned the meeting at 9:48am	Adjourn	Nelsen

The next regular meeting: Wednesday, July 10, 2024, 9:00 am – Visit Visalia Tourism Office