



**VISALIA CONVENTION AND VISITORS' BUREAU**

Wednesday, February 14, 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 Bob McKellar John Oneto Michael Seaward Samantha Rummage-Mathias Katy Young		Members Absent: Rick Feder-E Adrian Reynosa-E Brett Taylor--E	Present - 10 Absent – 3 Quorum – Y	Others Present/Guests: John Lollis – City of Visalia	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
1	<b>Call to Order</b>	Steve Nelsen, Chair called the meeting to order at 9:04am.			Nelsen
	<b>Public Comment</b>	<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>		No Public Comment	
2.	Approval of Meeting Minutes	Groover motioned to approve the December 13, 2023 Meeting Minutes as presented. Hensley seconded the motion. (Chagan abstained, Seaward was not present for the vote.)		Approved 12/13/2023 Minutes.	Groover, Hensley.

3.	Financial Report	<p>Oneto presented the January 2024 financials expressing the review and revisions to our financial reports are now aligned with GAAP. You will also notice; we have 3 classes based on our funding sources: COV (City of Visalia) MML (Majestic Mountain Loop) and VTMD (Visalia Tourism Marketing District). This format will make for easy tracking of budget vs actual by class. Board members will want to be mindful of labor costs by expense category; Admin/Operations, Destination Development &amp; Marketing. Future reports will manually provide total staff expenses based on budget and actual.</p> <p>Groover motioned to approve the January financials. The motion was seconded by Rummage-Mathias. Motion was approved (Chagan abstained from the vote. Seaward was not present for the vote.)</p>	Approved January 2024 financials	Groover, Rummage-Mathias
4.	Board Development Task Force	<p>Based on the recommendations from DMOProZ, Nelsen announced the formation of the Board Development taskforce. The taskforce will evaluate and recommend VCVB Board Representation to align with DMO best practices. Taskforce members: Nelsen, Young, Oneto, Groover, Hurick, Reynosa. The first meeting is February 20, 2024 at 2:00pm at the Visit Visalia office.</p>	Information Only	Nelsen
5.	Executive Director Update	<p>Bakke announce the addition of Veronica Manzo to the Visit Visalia staff. A discussion about TOT/CA and Park Visitation demonstrated a 2% increase in TOT even though park visitation was down by 9%. Groover suggested future reports identify group sales (perhaps by room blocks and ADR.)</p> <p>The Knights of Columbus Welcome video was played for the board. Bakke explained the purpose with a cost of \$1500.00. We have also provided videos for Lions Club and Wildlife Society – conferences in 2025. The Destination Development Committee meeting is next Wednesday, February 21, 2024 – 2:00pm Visit Visalia Office.</p>	Staff will add convention impact to monthly report of TOT and Visitation.	
6.	Record Retention Policy	<p>To comply with best practices the record retention policy was presented for approval. Hensly motioned to approve the policy as written. The motion was seconded by Seaward. Motion approved.</p>	Record Retention Policy Approved	Hensley, Seaward

7.	Convention Incentive Program	The Executive Committee presented a recommendation from the Convention Committee to adopt an incentive program to assist with securing new meetings and conventions. The incentive is based on room nights realized and is not to reduce the price of the sleeping you. The incentive is not paid to the meeting planner but to the host venue. Young motioned to approve up to \$50,000 in incentives to secure new meetings and conventions during a 6-month pilot program. The motion was seconded by Seaward. Chagan opposed the motions. Motion was approved. Staff will develop the incentive approval procedure and tracking with the Convention Committee oversight.	Convention Incentive Program approved	Young, Seaward
8.	VTMD MOU Revisions	Recognizing the VTMD Board Members present, Chagan, Groover, Seaward, Rummage-Mathis, will abstain from the vote and the remaining member attendees do not constitute a quorum, the VTMD approved revisions to the MOU with the VCVB is tabled until the next regular VCVB Board Meeting. It was stated by VTMD Vice Chair and Treasurer, there would be no change impacting the business operation of of the VCVB.	No Quorum.	
7.	2024 Marketing Plan	Recognizing the VTMD Board Members present, Chagan, Groover, Seaward, Rummage-Mathis, will abstain from the vote and the remaining member attendees do not constitute a quorum, the VTMD approved 2024 Marketing Plan is tabled until the next regular VCVB Board Meeting. It was stated by VTMD Vice Chair and Treasurer, there would be no change impacting the implementation of 2024 VCVB Sales and Marketing Plan.	No Quorum	
8.	Good of the Order	Beginning in 2025 no regular board meetings of the VCVB will be held during World Ag Expo (WAE). Young discussed the value of marketing to those attending WAE prior to their arrival. Hoteliers expressed concern regarding the VCVB exclusion from sponsorship/promotion opportunities offered by WAE to other communities.	Staff will follow up with WAE leadership. Staff will budget to attract/educate attendees on things to do in Visalia to encourage shoulder night stays	Staff
9.	Adjourn	The meeting was adjourned at 9:52 am		Nelsen

The next regular meeting: Wednesday, March 13, 2024, 9:00 am