



VISALIA CONVENTION AND VISITORS' BUREAU

Wednesday, March 20, 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 Rick Feder Carrie Groover Aaron Hensley Roger Hurick Bob McKellar John Oneto Adrian Reynosa Michael Seaward Katy Young		Members Absent: Samantha Rummage-Mathias - E Brett Taylor--E	Present - 11 Absent – 2 Quorum – Y	Others Present/Guests:	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
1	Call to Order Public Comment	Steve Nelsen, Chair called the meeting to order at 9:02am. <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	Nelsen
2.	Approval of Meeting Minutes	McKellar motioned to approve the February 14, 2024 Meeting Minutes as presented. Feder seconded the motion. Discussion regarding approval of January Meeting Minutes – there was no meeting in January. Motion to approve the 2/14/24 meeting minutes were approved as presented.		Approved 2/14/2024 Minutes.	McKellar, Feder

3.	Financial Report	<p>The financial report was presented as follows:</p> <ul style="list-style-type: none"> • The Profit and Loss report tracks how our funding by class, from the City of Visalia and the Tourism Market District, is invested based on the CVB Budget. • Budget vs Actuals combines both funding sources to reflect the percentage invested for the entire year. • The Media Travel Budget is traditionally spent early in the year. Suzanne attended the IMM North American Travel Media Summit, The Go West Summit and the LA Travel Show. • Our Convention Sales-Procurement & Retention Incentives (7300) will continue to be above the budgeted amount. • We budgeted \$10,000. However, after reviewing our accounting, it was suggested to track previously promised incentives, payable this budget year. When paid, they will be closed out of Board Designated – reflected on the balance sheet (Equity account 3902). No new money has been promised. • With the pilot incentive program, we anticipate using additional funds from retained earnings will be added to both the 7300 account and the 3902 Equity Account. • The \$63,000, on the Balance Sheet in Equity Account 3902, reflects all the incentives promised. (multi-year: Knights of Columbus, Order of Eastern Star and American Legion.) • The other new report is Titled Budget vs Actuals _FY24_P&L (twice) This report summarizes our payroll expenses. We are accounting for staff in Operations, Marketing and Destination Development. This report reflects the overall percentage of employee cost to budget. (Currently 11.65%) • I will be reviewing the budget vs actuals with staff after the first quarter and presenting recommendations for uplifting for additional success. 	Approved February 2024 financials	Feder /Hurick
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4.	Board Development Task Force	<p>Purpose: Visit Visalia is a Destination Marketing Organization.</p> <p>Board: To achieve success as a Destination Marketing Organization the Board needs to understand their purpose and be designed to achieve success.</p> <p>Board Make-up: Consider the design participation presented in Destination Leadership. The current board representation does not meet the criteria.</p>	Information Only	Nelsen
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5.	Executive Director Update	<p style="text-align: center;"><u>Admin and Operations</u></p> <ul style="list-style-type: none"> • Veronica is an excellent fit (see our spike in social media) • After the sales and marketing plan is approved, we will establish goals and objectives for staff. <p style="text-align: center;"><u>Convention Sales</u></p> <ul style="list-style-type: none"> • 13 "Citywide" Conventions in 2023 – 18 booked in 2024 with 3 2024 Proposals for 2024 issued. • Bio -Solutions: (BHBC, CVBF, Classic Charter, Corner Bakery) • We have 2 Convention FAM Tours next week – one event is 2024 the other is 2027. • Convention Servicing is a feature/benefit for any group – not just large groups. • Convention Committee is excited to have the incentive program to assist with sales. • Attended Corporate Express – working on those leads. • CalSAE and Outlook Forum • Knights of Columbus – May 14. Need donations of alcohol for their putting contest. • Miss California – June. Their kickoff activity is moving to Saba and Raman Toor's home. <p style="text-align: center;"><u>Tourism Update</u></p> <ul style="list-style-type: none"> • Suzanne has been busy attending travel shows. MMGY, agency of record, supports our market presence with geo fencing ads. • Sequoia Regional Economic Summit-Tourism Missing • Outlook Forum ▪ Visit CA is projecting a 4% increase in Visitation. • Regional Strategic Plan and Regional Structure: Influence Advocate and Communicate • The Central Valley Region 14 Cities account for 30% of the Visit California Revenue. • Digital Marketing Assessment: (Send to all Board Members) • Looking forward to creating our strategic plan when the regional plan is completed. • French FAM Tour this week. • April is Autism Awareness Month ▪ MMGY – Certified Autism Destination Campaign 	Information Only	
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8.	VTMD MOU Revisions	<p>The VTMD is requesting revisions to the December 2023 approved MOU. The revised agreement outlines additional securities related to the CVB budget and funding to the CVB from the TMD had changed. No changes to the VTMD approved contribution toward the CVB budget.</p> <p>Feder motioned to accept the proposed amendments. The motion was seconded by McKellar, motion carried. A. Chagan, C. Groover, M. Seaward abstained from the vote.</p>	MOU Revisions Approved	Feder/ McKellar
7.	2024 Marketing Plan	<p>Reynosa motioned to approve the 2024 Marketing Plan. The motion was seconded by Feder, motion carried. The TMD previously approved plan. A. Chagan, C. Groover, M. Seaward abstained from the vote. Motion carried</p>	2024 Marketing Plan	Reynosa / Feder
8.	Good of the Order	<p>The City of Visalia has approved the design plan for the Inclusive Park. The park will be established East of ImagineU.</p>	Information Only	Nelsen
9.	Adjourn	<p>The meeting was adjourned at 9:45 am</p>		Nelsen

The next regular meeting: Wednesday, April 10, 2024, 9:00 am