



VISALIA CONVENTION AND VISITORS' BUREAU

Wednesday, April 10, 2024 • 9:00 a.m.

Meeting Minutes

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

Vice Chair: Katy Young		Staff: Sherrie Bakke			
Members Present: Anil Chagan Rick Feder Carrie Groover Aaron Hensley Roger Hurick Bob McKellar John Oneto Samantha Rummage-Mathias		Members Absent: Steven Nelsen -E Brett Taylor—E Adrian Reynosa Michael Seaward		Present - 9 Absent – 4 Quorum – Y	Others Present/Guests: John Lollis, Deputy City Manger
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
1	Call to Order Public Comment	Katy Young, Vice Chair called the meeting to order at 9:06am. <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	Young
2.	Approval of Meeting Minutes	Feder motioned to approve the March 20, 2024 Meeting Minutes as presented. Hurick seconded the motion. Motion approved without discussion.		Approved 3/20/2024 Minutes.	Feder, Hurick

3.	Financial Report	<p>John Oneto presented the financials with the following notations and discussion:</p> <ul style="list-style-type: none"> • Receivables collected from TMD in March 2024 includes payment for January – April services. • City of Visalia has been invoiced but not received. • VCVB financial are based on GAAP for Accrual accounting. Invoices are posted as income at the time they are issued. • Treasure and staff reviewed the financial status at the end of the first quarter with the following observations: <ol style="list-style-type: none"> 1. The expense associated with updating our financial reports to accurately document the income and expenses associated with implementing the VTMD Management District Plan were more than anticipated. 2. Wage allocation is not track noting a vacancy in the sales position. 3. No adjustments in the budget are requested at this time. There may be a request to adjust budget allocations, mid-year. <p>Groover motioned to approve the financials as presented for filing. The motion was seconded by Rummage-Mathais. Motion approved.</p>	Approved March 2024 financials	Groover/ Rummage- Mathais
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4.	VCVB Financial Policy	<p>A financial policy clarifies the roles, authority and responsibilities for essential financial management activities and decisions.</p> <p>Without an adopted policy, staff and board members operate under a set of assumptions that may or may not be accurate or productive.</p> <p>The executive committee reviewed the draft financial policy, made edits and are presenting the policy before you for adoption.</p> <p>Rummage-Mathais motioned to approve the VCVB Financial Policy as presented. Hensley seconded the motion. Motion carried.</p>	Approved VCVB Financial Policy	Rummage- Mathais/ Hensley
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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"> • City of Visalia Meeting Request • Completed Goals and Objectives with Veronica • Our website is in regulatory compliance with the 2024 Changes to Consumer Data Privacy: <ol style="list-style-type: none"> 1. Implied vs Explicit Consent 2. Strictly Necessary Cookies <p style="text-align: center;"><u>Convention Sales</u></p> <ul style="list-style-type: none"> • 13 "Citywide" Conventions in 2023 – 20 booked in 2024. <ul style="list-style-type: none"> ▪ 3 FAM tours in April - 1 has already signed, one was a loss we have reengaged. ▪ We are tracking all lost business with lost reason. Need a reporting structure. ▪ Convention Sales Video Estimates – the call to action is make a site selection visit to Visalia. ▪ Redirect ads through Cvent - our pending redirect ads in Cvent will lead to this video. • This week is the International DX Convention followed by United Pentecostal Youth Convention. • SWOT Visits with meeting planners • Knights of Columbus – will be in town this weekend. <ul style="list-style-type: none"> ▪ May 14. Need donations of alcohol for their putting contest, items for the SWAG Bag advertisement in souvenir program <p style="text-align: center;"><u>Tourism Update</u></p> <ul style="list-style-type: none"> • French FAM Tour • German Student Group – 43, John Oneto • Sequoia Park road improvements • Concierge College • Cal Travel Advocacy Day in Sacramento <p style="text-align: center;"><u>Destination Development</u></p> <ul style="list-style-type: none"> • Survey of tourism assets – • 2 taskforces for developing the grant program and working on the World Cup/Olympics plan. • In A Landscape: September 15 	Information Only	Bakke
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		<ul style="list-style-type: none"> • US Poet Laureate, Ada Limon to Visit national parks as part of You are here poetry project. (Working with Sequoia Parks Conservancy • Wine Walk in partnership with Visalia Heritage using the Ultimate Playground theme. 		
9.	Adjourn	The meeting was adjourned at 9:59 am		Young

The next regular meeting: Wednesday, May 8, 2024, 9:00 am

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