



**VISALIA CONVENTION AND VISITORS' BUREAU**

Wednesday, January 14, 2026 • 9:00 a.m.

Meeting Minutes

City of Visalia Administrative Offices -220 N. Santa Fe

Chair: Carrie Groover		Staff: Sherrie Bakke		
Members Present: Anil Chagan Denise Taylor-Connor Walter Deissler Sintia Kawaski-Yee: ex-officio Cynthia Padilla-Nowakowski Brett Taylor		Members Absent: Samantha Rummage-Mathias	Present - 7 Absent -1 Quorum - Y	Others Present/Guests: John Lollis, COV Hector Ramos, Hilton Garden Inn John Oneto, Naturally Nuts
<b>TOPIC</b>	<b>Discussion/Recommendations</b>		<b>ACTION</b>	<b>RESPONSIBLE</b>
<b>Call to Order</b>	Carrie Groover, Chair, called the meeting to order at 9:01 am.		Information only	Groover
<b>Public Comment</b>	<p>No public Comment</p> <hr/> <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 comments.</i></p>		No Public Comment	
1. Approval of Meeting Minutes	Deissler motioned to approve the December regular meeting minutes. Connor seconded the motion to approve. Motion approved without discussion.		Approved Minutes December 10, 2025	Deissler/Connor

2.	Treasurer's Report	<p>Chagan presented the December 31, 2025 financials and requested former CVB Treasurer John Oneto to provide information on the December transactions and current financial status. The current available cash is \$34,000. We are holding \$55,410 in payables (Checks written and not released to the vendor.) Rent and utilities are current. January 16 and January 30 payroll is estimated at \$26,000. The CVB monthly expenses including all vendors and items funded by the Tourism Marketing District (TMD) average \$100,000 per month. The TMD, in accordance with the current MOU with the CVB paid 1/12 of their 2026 commitment, \$62,000, to the CVB the end of December. Because the City has requested the TMD Funding not be joined with the CVB, this \$62,000 will be considered a pre-paid expenses or a loan. Connor motioned to approve the December financials as presented. Padilla-Nowakowski seconded the motion. Motion was approved.</p>	<p>Approved December 2025 Financials</p>	<p>Conner/ Padilla- Nowakowski</p>
	VTMD Loan	<p>Deissler motioned to authorize the CVB Executive Committee to negotiate loan(s) from the VTMD do to City of Visalia pending funding. The motion was seconded by Taylor. Motion carried</p>	<p>Executive Committee Loan Negotiations with VTMD</p>	<p>Deissler/Taylor</p>

3	City of Visalia (COV) Contract/Payment Status	<p>Board members were provided paper copies of the most current City of Visalia agreement with the CVB as reference for the status of the contract and payment with the City. since the last board meeting:</p> <p>Anil &amp; Carrie met with Leslie, John Lollis and Samantha. John Oneto could not meet with them due to constituting a quorum of the CVB Board – with only 7 appointed members out of the nine board seats.</p> <p>Before Anil and I report out on the meeting I thought it would be a good idea for all board members to understand the deliverables in the former agreement and where the CVB failed to meet the 2024 agreement deliverables.</p> <p>Recap of the meeting with the City Manager: Unmet Deliverables were discussed</p> <ul style="list-style-type: none"> <li>-CVB has not met the room night goal.</li> <li>-The Executive Committee has not met regularly.</li> <li>-No formal quarterly reports have been provided</li> <li>-No report was provided in October</li> <li>-Annual Review was provided but not accepted by the City.</li> </ul> <p>Continued:</p>	<p>Submit 2025 Deliverables to the City with a request for full anticipated 2025 funding to be released immediately and 2026 funding with a 3% increase.</p>	<p>Chagan/ Padilla-Nowakowski Taylor Abstained</p>
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The CVB representatives agreed, in exchange for future funding to:

1. Provide a simple report on the CVBs 2025 deliverables. The deliverables cannot include any work funded by the TMD. (The Visit Visalia annual report for 2023 and 2024 represented the work of the funds provided by both organizations. This report is due to John Lollis by January 15. Staff has a draft for your review today.
2. Hire a dedicated salesperson (Post contract execution with the COV and funding is received.)
3. Reduce the goal to 3500 New Room Nights for one year.
4. Change the budgeting and accounting practices to clearly define how City of Visalia money will and is spent and does not include TMD funding in the CVBs budget. Staff has a draft budget to review during the staff report.
5. Hold monthly Executive Committee Meetings – these have been added to the Monthly Agenda. They are not public meetings.
6. Make sure the CVB Board meetings are less focused on leisure travel.

Staff presented the 2025 Group Sales Deliverables. The sales expectation of new business was not met. The Board discussed alternative outcomes and acknowledged the challenges in meeting the City's most recent contract expectations.

Groover reported, and confirmed with John Lollis, the 2026 contract with the City will be presented for approval during the February 17, 2026, Council Meeting.

What is not clear is the length of time for crafting a new agreement and when funding would be received, provided the City Council approves moving forward with a contract and funding.

Continued:

		Chagan motioned to submit the 2025 Deliverables with a request for full anticipated funding for 2025 work with an immediate release of funds and funding for 2026 work with a 3% increase. The motion was seconded by Padilla-Nowakowski. Taylor abstained from the vote. Motion was approved.		
4	Nelsen Resignation	Item Skipped		
		Discussion/Informational Items		
3.	SEKI Report	<ul style="list-style-type: none"> <li>• The Parks were especially busy over the holidays. Challenges with guest parking impacted the Shuttles' ability to move people around the Park</li> <li>• SEKI has begun implementing the non-resident fees</li> <li>• Annual meeting regarding the in-park shuttle was held with the City of Visalia.</li> <li>• Park staffing remains at a 45% vacancy rate. Request for additional funding has been submitted.</li> </ul>	Information Only	Kawasaki-Yee
4.	Staff Report	Bakke presented the 2025 deliverables earlier in the meeting. The 2026 sales tracking log for 2026 was presented and discussed.	Information Only	Staff
5.	Board of Director Nominations	Not addressed		
	Adjourn	Groover adjourned the regular meeting at 11:03 am.	Adjourn	Oneto

The next regular meeting  
**Wednesday, February 11, 2026, 9:00 am – City of Visalia Administrative Conference Room**