



**VISALIA CONVENTION AND VISITORS' BUREAU | TOURISM MARKETING DISTRICT
SPECIAL MEETING**

Wednesday, January 22, 2025 • 3:30pm

Meeting Minutes

City of Visalia Administrative Offices -220 N. Santa Fe

Chair: Steve Nelsen		Staff: Sherrie Bakke		
Members Present: Anil Chagan Denise Taylor -Conner Walter Deissler John Oneto Adrian Reynosa		Members Absent: Sintia Kawasaki-Yee Brett Taylor	Present - 6 Absent – 2 Quorum – Y	Others Present/Guests: Carrie Groover Samantha Rummage – Mathias Hector Ramos John Lollis: Assistant City Manager April Lancaster: Downtown Farmers Market Michele Aylward: Downtown Farmers Market
TOPIC	Discussion/Recommendations		ACTION	RESPONSIBLE
Call to Order	Steve Nelsen, Chair, called the meeting to order at 3:31 pm.		Information only	Nelsen
Public Comment	<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>		No Public Comment	
	Informational Discussion Items			
1. Brand Strategy Presentation	Fourth Idea, Marketing Agency of Record presented Visit Visalia Brand positioning finding from focus groups as well as Brand Strategy Statements for the Board to consider. Board members provided feedback to direct the Agency in completing the statement for Visit Visalia.		No Action	Staff

2.	Destination by Design Key Observations and Survey Results	Staff presented the Google Poll/Survey results Board members provided the following observational ranking: 1. Visit Visalia Brand needs strengthening 2. Gateway, vehicle and pedestrian wayfinding/signage plan. 2. Need for strong organizational collaboration, through a clear vision. 3. Need of "internal" public relations to educate and inspire locals. 4. Downtown placemaking, arts, history present significant opportunities	Information Only	Staff
3	Destination by Design: Recommendations	Staff presented the Google Poll/Survey Results of the nine items evaluated, the top five in order of votes: 1. Downtown Placemaking 2. Brand Strategy & positioning statements, visual identity, website redevelopment. 3. Signage Master Plan 4. Gateway Shuttle Design/Experience 5. Internal Marketing: Grassroots effort promoting the importance of tourism. Meeting participants chose to reorder the priorities and focus on the following initiatives to continue building Visalia as a tourism destination and increase the visitor's length of stay. 1. Brand Strategy & positioning statements, visual identity, website redevelopment. 2. Gateway Shuttle Design/Experience 3. Signage Master Plan 4. Downtown Placemaking 5. Internal Marketing: Grassroots effort promoting the importance of tourism.	Destination Development Strategic Initiatives	Consensus
4.	Mission, Vision, Values	Staff was directed to form a workgroup comprised of 2 CVB and 2 TMD Board members to recommend a mission refresh and develop vision and value statements	Refresh mission statement and develop vision and value statements	Consensus
		Action Items		

5.	Rebranding Agreement	Chagan motioned to contact for Brand Strategy Development with 4 th Idea, based on Estimate 4718, for 50% of the cost not to exceed \$25,000 using 2024 retained earnings. Nelsen seconded the motion. Motion carried	Brand Strategy Development	Chagan/Nelsen
6.	Adjourn	The special meeting was adjourned at 4:43 pm	Adjourn	Ramos

The next regular meeting

Wednesday, February 12, 2025, 9am – City of Visalia Administrative Conference Room