



VISALIA CONVENTION AND VISITORS' BUREAU

Wednesday, July 10, 2024 • 9:00 a.m.

Meeting Minutes

Visit Visalia Office – 112 E. Main

Chair: Steve Nelsen		Staff: Sherrie Bakke, Suzanne Bianco			
Members Present: Anil Chagan Denise Taylor -Conner John Oneto Adrian Reynosa Katy Young		Members Absent: Brett Taylor	Present - 6 Absent – 1 Quorum – Y	Others Present/Guests: Sintia Kawasaki-Yee: Chief of Communications, SEKI National Parks Carrie Groover: Marriott John Lollis: Assistant City Manager	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
	Call to Order	Steven Nelsen, Chair, called the meeting to order at 9:00am.		Information only No Public Comment	Nelsen
	Public Comment	Introduction of Sintia Kawasaki- Yee, Chief of Communication, Sequoia and Kings Canyon National Parks <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>			

1.	Board Restructure	Chairperson Nelsen reinforced the purpose and benefits of reducing the size of the CVB Board including improved efficiency, focus on 'big ticket' initiatives, long range planning and real time feedback on issues impacting tourism. Board members were reminded to attend meetings prepared including reading the board packet and participating in the discussions. CVB will continue to work alongside the Visalia Tourism Marketing District and act on initiatives recommended by the V TMD.	Information only	Nelsen
2.	Approval of Meeting Minutes	Reynosa motioned to approve the June 12, 2024; Meeting Minutes as presented. Taylor-Conner seconded the motion. Motion approved without discussion.	Approved 06/12/2024 Minutes.	Reynosa / Taylor-Conner
3.	Financial Report	John Oneto presented the financials with the following notations and discussion: <ul style="list-style-type: none"> We have not received the contribution for the City of Visalia of \$360,000. They have been invoiced Six months into the program year, we are under budget. A few line items are over, these items have been discussed during previous meetings. VCVB Is in a good financial position. Young motioned to approve the June financials. Reynosa seconded the motion. Motion approved.	Approved June 2024 Financials	Young/ Reynosa
	Budget Review	The budget was outlined with two \$30,000 contributions from the Visalia Tourism Marketing District to fund the IBCCSE Certifications. The amount is found in General Memberships (7343) and Destination Development (8315). Oneto motioned to transfer \$30,000 from 7343 TMD contribution to Tourism Marketing 7212. The motion was seconded by Young. Discussion, Staff will present marketing opportunities to the TMD Board during their August board meeting and inform CVB of their decisions. Motion carried	\$30,000 from account 7243 to sub account 7212.	Oneto / Young
	Informational Items			

3.	SEKI Report	<ul style="list-style-type: none"> • Memorial Day Visitation – 50% increase over highest volume day (2021) • July 28 Celebration of Charles Young posthumously elevated to Brigadier General. July 28 Buffalo Soldiers Day. • Mineral King & Cedar Grove have reopened. • Workforce recruitment is a challenge, 37% open positions some unfilled due to lack of housing. The Federal Government will be rebuilding current structures to modernize. Childcare is another concern. 	Information Only	Kawasaki-Yee
	Adjourn	Nelsen adjourned the meeting at 10:06 am	Adjourn	Nelsen

The next regular meeting: Wednesday, August 14, 2024, 9:00 am – Visit Visalia Tourism Office