



VISALIA CONVENTION AND VISITORS' BUREAU
 Wednesday, February 12, 2025 • 9:00 a.m.
 Meeting Minutes
 City of Visalia Administrative Offices -220 N. Santa Fe

Chair: Steve Nelsen		Staff: Sherrie Bakke, Suzanne Bianco		
Members Present: Anil Chagan Walter Deissler Sintia Kawaski-Yee: ex-officio Adrian Reynosa Denise Taylor-Conner Brett Taylor John Oneto		Members Absent:	Present - 8 Absent – 0 Quorum – Y	Others Present/Guests: 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	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	
1. Approval of Meeting Minutes	Taylor motioned to approve the January 15, 2025 regular meeting & January 22, 2025 special meeting minutes. Oneto seconded the motion. Motion approved without discussion.		Approved Minutes January 15, 2025 January 22, 2025	Taylor/Oneto
2. Financial Report	John Oneto presented the financials with the following notations: Payroll was higher than budgeted for the month. Three payrolls were processed in January. TMD payment for January and February was processed in February and will be reflected in March financials. Reynosa motioned to approve the January financials. Taylor seconded the motion. Motion approved.		Approved January 2025 Financials	Reynosa /Taylor

3	Convention Incentive Tracking	The tracking report was presented	No Action	
4	2024 Annual Report	<p>The annual report is a deliverable in the CVB contract for services with the City of Visalia. The report is formatted to address each contracted outcome with the actual deliverables. Staff suggested the following additions to the annual report.</p> <ol style="list-style-type: none"> 1.YOY data for conventions 2..Agency of Record purpose and spend with the MMGY Year-end Report as an appendix to the Annual Report 3. Include CVB/TMD MOU as an appendix 4. Include Earned Media to the appendix <p>Chair Nelsen postponed the approval of the 2024 annual report until the March meeting. Chair Nelson suggested staff will present the report to the city council in March. Following the report delivery to the council we can anticipate an extension of the City contracting for CVB services.</p>	No Action	
5.	Cultural Museum & Visitor Center LOI	<p>Deissler provided an update on the purchase of the depot and the next steps. Visalia Heritage is seeking a letter of intent from Visalia to move the Tourism Office to the cultural center.</p> <p>Discussion: A letter of intent is a non-binding intention to lend credibility to the development of the cultural museum. According to the Memorandum of Understanding with the Tourism Marketing District (TMD), the District guides the sight selection of the tourism office.</p> <p>TMD representative Chagan solicited the CVB Board's desire to submit an LOI for the visitor center to move into the cultural museum.</p> <p>Reynosa motioned to issue the LOI pending the TMD approval. Taylor seconded. Motion Carried, with Deissler abstaining from the vote.</p>	Visitor Center Location – Letter of Intent	Reynosa/Taylor
		Informational Items		
6.		•		

<p>1. Executive Director Report</p>	<p>Destination Development Sequoia Legacy Tree update – Celebration on Thursday, February 20. Tree removal is scheduled for February 22. The advisory task force has planned the event and is collecting recommendations for a tourism feature to replace the tree.</p> <p>Marketing: Convention and Leisure</p> <ul style="list-style-type: none"> • Established an SOP for Tradeshow follow-up with Marriott/VCC • 5 Contracts with 2,300 RN <p>Leisure Update</p> <ul style="list-style-type: none"> • Tourism Dashboard Observations • World Ag Expo initiatives • Senior Games • Bandwango and Show Your Badge • Supporting the Outdoor Writers Association Itineraries, International DX and Knights of Columbus in community tours. • Adventure Park Sold to Bowlero investment group • Sequoia Shuttle Operational Status • World Ag Expo Attendee Welcome • Expanding Entertainment Arts • Visalia EDC /Devon Jones and Placer.ai. Updating our HVS Festival attendance with 2024 data. <p>• Admin/Operations Presentation to City Council – canceled.</p> <ul style="list-style-type: none"> • Mission Vision Values – taskforce, Carrie Groover, Hector Ramos, Bret Taylor, Sintia Kawaski-Yee, meeting tomorrow. • Outlook Forum March 2-5, 2025 • 4th Idea in Market March 6 & 7, 2025 	<p>Information and discussion</p>	<p>Bakke</p>
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2.	Tourism Marketing District	<p>TMD added additional comp set to the STR Report: Williams AZ, Oakhurst for leisure and National Park Comparison and Riverside for conventions.</p> <p>Next TMD Board Meeting is February 26, 3pm at the Visit Visalia Office</p>	Information Only	Chagan
3.	SEKI Report	<ul style="list-style-type: none"> • Working judiciously to execute the Executive Orders. • 2024 SEKI Record visitation • Mineral King Road Construction could begin in March with no public impact until May opening. • The In Park shuttle service could change due to service cost. • Giant Sequoia Lands Coalition meeting in Porterville is scheduled for the first week in March. • SEKI park staff is working closely with local Tribes for guidance on planned improvement projects on their sacred ground. 	Information Only	Kawasaki-Yee
	Adjourn	Nelsen adjourned the regular meeting at 10:05 am	Adjourn	Nelsen

The next regular meeting
Wednesday, March 12, 2025, 9:00 am – City of Visalia Administrative Conference Room