



VISALIA CONVENTION AND VISITORS' BUREAU
 SPECIAL MEETING
 Thursday, February 26, 2026
 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 Samantha Rummage-Mathias Brett Taylor		Members Absent: Cynthia Padilla-Nowakowski	Present - 7 Absent -1 Quorum - Y	Others Present/Guests: John Lollis, COV
TOPIC	Discussion/Recommendations		ACTION	RESPONSIBLE
Call to Order	Carrie Groover, Chair, called the meeting to order at 11:31am.		Information only	Groover
Public Comment	<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	
	Information			
1. SEKI REPORT	Recent storms hit hard. Crews are working diligently to open the roads. All staff clean-up is scheduled for tomorrow. Non-resident travel fees are not impacting their visit (no one is turning around.) The gate time is extended due to the lengthy per vehicle messaging.			Kawaski-Yee
	Action Items			
1. Approval of Meeting Minutes	Chagan motioned to approve the January regular meeting minutes. Taylor seconded the motion to approve. Motion approved without discussion.		Approved Minutes January 14, 2026	Chagan/Taylor

<p>2. Treasurer's Report</p>	<p>Chagan presented January 31, 2026 financials. Balance Sheet reflects a negative bank balance. VCVB has processed payments but not mailed the payments. We are holding just under \$58,000 in 2025 payables plus all first quarter payables.</p> <p>Total assets of \$317,000 including the 2025 anticipated receivable of \$361,000 from the City of Visalia.</p> <p>Chagan believes the financial statements are accurate, but they do not present an accurate financial position and create more confusion than clarity. Chagan recommends the VCVB Board approve a 2026 budget and for the CPA to guide navigating the unrealized receivables and reconciling the board designated incentives.</p> <p>Chagan reinforced, the executive committee is paying very close attention to the funds available.</p> <p>Chagan recommending the board delay the vote to approve the January financial .</p>	<p>No vote</p>	
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3	Draft Professional Services Agreement	<p>Last Tuesday the Visalia City Council approved the City Manager to negotiate an agreement with the CVB. The 2026 Draft Professional Services Agreement is presented for the CVB Board to approve, request changes or decline.</p> <p>The approved motion reads: I move to authorize the City Manager to negotiate and enter into an agreement with the Visalia Convention and Visitors Bureau for January 1, 2026 – December 31, 2026 for a contracted amount of up to \$361,049, in addition to \$189,912 for services provided without an agreement for the 2025 calendar year, for a total amount not to exceed \$550,961.</p> <p>Assistant City Manager, John Lollis, provided an updated payment schedule and acknowledges the risk management officer will amend the agreement to reflect acceptable insurance coverage.</p> <p>Discussion included the deliverables in Exhibit A.</p> <ul style="list-style-type: none"> • Do 'assists' need further definition-limiting to "new" assists? • Clarity on Reporting – 4 reports or 2 <p>Consensus was to approve the agreement as presented and strive to negotiate a meaningful PSA in 2027.</p> <p>Chagan motioned to authorize the Executive Committee to review the modifications for the Chair to approve. The motion was seconded by Rummage-Mathias, motion carried.</p>	Executive Committee review and authorize chair to execute 2026 PSA with COV	Chagan/Rummage-Mathias
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4	Interim Funding Plan	<p>The TMD authorized a loan/prepayment of up to \$50,000 to provide financial support during the interim City funding period. In December the TMD prepaid \$66,000 to CVB for projected expenses charged to the TMD Class. After removing the shared cost and redirecting payment for tourism marketing initiatives to TMD for direct payment, \$61,000 has been applied to the actual shared costs, operations and payroll. The updated operational costs TMD contributes monthly is now \$20,000. Paying January, February and March = \$ 60,580.74. Yesterday, in order to cover payroll on Friday, VTMD made another advancement.</p> <p>If CVB determines we need a loan from TMD the amount available is \$29,806.</p> <p>Next payroll, \$13,000 – on March 13, 2026 and again on March 27, 2026. Rent of \$2800 is also due along with other payables.</p> <p>Taylor Motioned to approve accepting the VTMD Loan.</p> <p>Rummage-Mathias Seconded the motion. Motion carried</p>	Loan from VTMD	Taylor/Rummage -Mathias
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<p>5. Budget Review</p>	<p>The VCVB Draft Budget was presented by staff.</p> <ul style="list-style-type: none"> • Wage adjustment and \$58,000 in 2025 payables creates a strain on the 2026 budget. Adding a full time sales position has TMD contributing 15% of the marketing wages – leisure only. COV is contributing 85% of the marketing wages – group only. • TMD is contributing 50% of operational payroll and 100% of Destination Development Payroll. • 7214 -MML: Spent money – need to replace \$11,000 plus our \$10,000 annual contribution • 7280- Asset Development: \$12,500 was spent in 2025 to refresh the logo. This is no longer needed. • 7300 – Reduced Incentive payout by \$11000. New groups are not meeting their anticipated room night pick up. (Signature Equipo - \$10,000 less than budget. WD Men's is trending with a short fall of projected. Knights of Columbus will not need all \$14,000 for their 2026 transportation – may want to split actual cost with TMD) • 7360 - Marketing Payroll: 76% increase. No increase in wages for current staff. Adding \$85,000 new staff. Reducing Admin to 50% time. • 7000 - All Marketing 43% increase due to sales staff, increase in tradeshow participation and incentives • 8360- Last year COV funds supported the payroll expense. This year, TMD is funding the payroll expenses. 	<p>Did Not pass 2026 Budget</p>	<p>Rummage-Mathias/Taylor</p>
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		<p>Board Discussion:</p> <ul style="list-style-type: none"> • Does the budget need to reflect 18 months of operation due to the City funding into FY 2027? • Account for COV Funds invested in leisure travel (strive for 40%) • Reflect monthly cash flow projections 		
4	Nelsen Resignation	Chagan motioned to accept Nelsen's immediate resignation. Motion seconded by Rummage-Mathias. Motion approved.	Nelsen Resignation	Chagan/Rummage-Mathias
		Discussion/Informational Items		
1.	Staff Report	<p>Sales Report: As of meeting date: No New contacts have been executed. Just under 4000 new room nights in the proposal phase, Lost new room nights: 837. Rebooking, not included in the goa represents 980 room nights.</p> <p>2026 New Leads Generated: 1404 Room Nights</p> <p>Assists: Reflect a rebooking of 1025 room nights. Open proposals, from leads not generated by the VCVB: 3, 055. The board had no questions.</p> <p>2026 Marketing Plan: The TMD approved the leisure tourism portion of the plan in October of 2025. The plan, will need to exclusively reflect City of Visalia Funded initiatives and include directed outcomes contained in the COV Professional Services Agreement.</p> <p>Visalia Heritage- All Aboard Campaign has attracted a potential major donor and has secured more than \$800,000 in gifts and pledges</p> <p>Wowsabout – Valley PBS will be taking the lead on a Visalia Premier.</p>	Information Only	Staff
5.	Board of Director Nominations	The VCVB has two member vacancies. Groover called for nominations to bring forward during the regular March Meeting.		

Adjourn	Groover adjourned the regular meeting at 1:23 pm.	Adjourn	Groover
Closed Session	Pending Litigation		
	Meeting opened at 1:10pm VCVB Board provided direction to the Executive Committee Meeting adjourned at 2:22 pm		Groover

The next regular meeting

Wednesday, March 11, 2026, 9:00 am – City of Visalia Administrative Conference Room

DRAFT