



VISALIA CONVENTION AND VISITORS' BUREAU
 Wednesday, May 14, 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 Denise Taylor-Conner John Oneto		Members Absent: Adrian Reynosa Brett Taylor	Present - 5 Absent – 3 Quorum – Y	Others Present/Guests: John Lollis, Assistant City Manager Lamp Liter Inn: Jay, Manager, Shawn, Owner
TOPIC	Discussion/Recommendations		ACTION	RESPONSIBLE
Call to Order	Steven Nelsen, Chair, called the meeting to order at 9:01am.		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	Chagan motioned to approve the April 9, 2025, regular meeting minutes. Conner seconded the motion. Motion approved without discussion.		Approved Minutes April 9, 2025	Chagan/Deissler

2.	Financial Report	<p>The process for tracking Majestic Mountain Loop designated funding is now reflected in the P&L. The distribution to MML is represented in the income line for both COV and TMD.</p> <p>Our taxes have been prepared. The CPA recognized and corrected two items:</p> <ul style="list-style-type: none"> ○ 7300 Account now "shows" the work related to paying convention incentives. This accounting transaction did not change the Balance Sheet. Moving forward, as incentives are paid out a Journal Entry from Board Designated Incentives, located in our Equity Accounts, and a Journal Entry to the 7300 account will be made. <ul style="list-style-type: none"> ▪ The 2024 bookkeeping reflected a debit from the restricted account. GAAP needs us to show the work in the correct account. <p>Oneto expressed confusion on the tracking and is not comfortable with the financial statement as presented.</p> <p>Nelsen spoke with the CPA and understands the transactions did not change the balance sheet. The new process demonstrates how retained earnings are spent based on account codes, as they are paid out is a process the office will adopt. The CPA will work with the bookkeeper to outline the process.</p> <p>Manual tracking of committed incentives and other approved expenses paid from retained earnings will also be tracked.</p> <p>Oneto requested the April Financials not be approved. Chagan motioned to table the April Financials until the treasure is comfortable with the actions of the CPA. Oneto seconded the motion. Motion carried.</p>	Action – Do not approve the April Financials	Chagan/Oneto
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		<ul style="list-style-type: none"> Identify Budget vs. Actual – Reconciliation Discrepancies of \$5,272.79. Caused by adjusting stale dated checks. This amount was credited back to the COV Class <p>Incentive Program: Staff reviewed the current incentive program tracking noting \$64,349 is committed and an additional \$22,320 has been offered. Nelsen asked the process when funds are exhausted. Staff will request more funding and the board, provided they see value, will begin to budget for incentives.</p>		
3	Board Vacancy	Chagan motioned to acknowledge the board position vacancy as a result of Adrian Reynosa's departure from the Visalia Convention Center. The motion was seconded by Deissler. Motion carried.	Acknowledge Board Vacancy	Chagan/Deissler
4.	Board Member Nominations	<p>Nominations to fill the current board vacancy were presented for consideration: Gabe Diaz, Fugazzis Tim Foster, College of the Sequoias Foundation Jake Hagopian, One Four Promotions Cynthia Padilla-Nowakowski, Lucky Strike Entertainment Sam Sigal, Visalia Rawhide.</p> <p>Chagan motioned to approve Cynthia Padilla-Nowakowski from Lucky Strike Entertainment to fill the position vacated by Adrian Reynosa. The motion was seconded by Deissler, motion carried</p>	Appoint Cynthia Padilla-Nowakowski, Lucky Strike Entertainment to fill the open board position.	Chagan/Deissler

5.	Knights of Columbus Transportation	<p>To earn the 5-year agreement for the Knights of Columbus State Convention, the TMD and the CVB agreed to fund up to \$28,000 in transportation. The two organizations would split the transportation fee.</p> <p>The transportation is projected to cost less than \$20,000 this year. The CVB placed \$14,000 in the board restricted incentive account for 2025,2026, 2027, 2028.</p> <p>The VTMD would like their share paid for out the TMD Marketing Funds managed by CVB.</p> <p>Oneto motioned to fund 50% of the transportation cost from the money set aside in Board designated incentives, the remaining 50% is to be funded from the marketing budget -TMD Class. The motion was seconded by Deissler. The motion carried with Chagan abstaining from the Vote due to implied conflict of interest.</p>	Knight of Columbus Transportation	Chagan/Deissler
		Informational Items		
1.	Tourism Marketing District	<ul style="list-style-type: none"> • Live Visaliam Production: The three, un-edited sizzle reels where shared with the Board • Annual Report: Under review by the Assistance City Manager prior to sending the TMD Board for Approval 	Information Only	Chagan
3.	SEKI Report	<ul style="list-style-type: none"> • SEKI is preparing for Memorial Day Weekend with no seasonal staff in place. Human Resources continues to process seasonal staff applications. • Crystal Cave opens on 5/23 – Media Day on 5/22 • Mineral King Road construction continues. • The Park entrance is cashless. They are partnering with agencies to sell passes for cash or card. • SEKI is hosting a House committee member on Natural Resources over Memorial Day Weekend. 	Information Only	Kawasaki-Yee

4.	<ul style="list-style-type: none"> Staff Report 	<p>Destination Development:</p> <ul style="list-style-type: none"> Cultural Center opens escrow. Capital Campaign Committee formed. <p>Marketing: Convention and Leisure</p> <p>Convention Sales:</p> <ul style="list-style-type: none"> WD Youth contracted through 2030 Knights of Columbus in town this week Outdoor Writers Association – Update American Legion - loss <p>Leisure Update</p> <ul style="list-style-type: none"> Asset Gathering Update on Brand Launch TOT and Park Visitation <p>Admin/Operations</p> <ul style="list-style-type: none"> Visit California 2024 Impact Report – Tulare County 	Information Only	Staff
5.	Good of the Order	John Lollis provided an update on the Sequoia Shuttle Reservations	Information Only	Lollis
	Adjourn	Nelsen adjourned the regular meeting at 10:09 am	Adjourn	Nelsen

The next regular meeting
Wednesday, June 11, 2025, 9:00 am – City of Visalia Administrative Conference Room