



VISALIA CONVENTION AND VISITORS' BUREAU

Tuesday, September 10, 2024 • 9:00 a.m.

Meeting Minutes

Visit Visalia Office – 112 E. Main

Chair: Steve Nelsen		Staff: Sherrie Bakke, Suzanne Bianco		
Members Present: Denise Taylor -Conner John Oneto Adrian Reynosa Brett Taylor Katy Young		Members Absent: Anil Chagan	Present - 6 Absent – 1 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 comment.</i>		No Public Comment	
1. Approval of Meeting Minutes	Taylor -Conner motioned to approve the August 14, 2024; Meeting Minutes as presented. Oneto seconded the motion. Motion approved without discussion.		Approved 08/14/2024 Minutes.	Taylor-Conner/Oneto

2.	Financial Report	<p>John Oneto presented the financials with the following notations:</p> <ul style="list-style-type: none"> Budget is on target 2025 Planning discussions and subaccount identification to further clarify information are under consideration. Including separating Payroll administrative fees from payroll taxes and benefits. <p>Taylor motioned to approve the August financials. Reynosa seconded the motion. Motion approved.</p>	Approved August 2024 Financials	Taylor/Reynosa
		Informational Items		
1.	Executive Director	<p>Destination Development Consultants Sequoia Legacy Tree City of Visalia Short Term Rental Policy Marketing: Convention and Leisure State of the County/City STR Report SEKI Visitation Knowland Platform Success- about 20 new prospects Visit California International Representatives, Travel Writers and Influencers in Destination World Ag Expo and Hotel Reservations HVS Study – Week 8, expect a draft report soon. In A Landscape – This weekend Admin/Operations Increase in benefit costs – less than 2% (including in lieu of) Board of Director Prospects</p>	Information and discussion	Bakke
2.	Tourism Marketing District	<p>David Ahern is the new general manager of The Darling Hotel. He attended the last TMD Board Meeting and has agreed to serve on the TMD Board of Directors.</p> <p>TMD has agreed to Visit Visalia issuing an Agency of Record RFP.</p>	Information Only	Bakke
3.	SEKI Report	Absent	Information Only	Kawasaki-Yee
	Adjourn	Nelsen adjourned the meeting at 9:46 am	Adjourn	Nelsen

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