



**VISALIA CONVENTION AND VISITORS' BUREAU**  
 Wednesday, October 8, 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 Denise Taylor-Connor Walter Deissler John Oneto Cynthia Padilla-Nowakowski		Members Absent: Sintia Kawaski-Yee: ex-officio Brett Taylor	Present - 5 Absent -2 Quorum – Y	Others Present/Guests: Carrie Groover, Marriott Samantha Mathias, Visalia Convention Center
TOPIC	Discussion/Recommendations		ACTION	RESPONSIBLE
<b>Call to Order</b>	Steven Nelsen, Chair, called the meeting to order at 9:01am.		Information only	Nelsen
<b>Public Comment</b>	No public Comment <hr/> <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	Connor motioned to approve the September regular meeting minutes. Deissler seconded the motion. Motion approved without discussion.		Approved Minutes September 10, 2025	Connor/Deissler
2. Treasurer's Report	Oneto presented the September financials with notations of meeting with CPA to ensure the bookkeeping accurately reflects the distribution. Oneto also reported concern regarding the spenddown of retained earning for operations. Connor motioned to approve the September financials, Deissler seconded the motion. Motion approved without discussion.  Convention Incentive Status: No report or discussion.		Approved September Financials	Connor/Deissler

3	Convention Incentive Program Modifications	Chagan reported the Visalia Tourism District Board of Directors met to review the current convention sales incentive program. The VTMD supports the incentive concept and are working to update the current program addressing venue rental and food and beverage underwriting.	No Action	
4	City of Visalia Payment Status	<p>Nelsen reported a meeting with Oneto and Chagan will take place the week of October 13 with the City Manager, Assistant City Manger and Convention Center Manager to discuss the VCVB 2025 Contract and payment. If all goes well the City Council will approve their first meeting in November or the second meeting in November.</p> <p>Board members were educated on the challenges with the City Contract for VCVB Services deliverables on booking new room nights. New room nights are counted in the year the contract is signed. If a three year contract is won, the nights are all counted in the year secured. The VCVB does not receive credit of rebooking groups. The contract does not recognize group retention efforts. The contract does not recognize the VCVB has no venue to sell or hotel rooms to sell – the VCVB can only broker deals not secure the group because the VCVB does not control the cost of the venue or the room availability.</p>	No Action	
5.	Bylaw revision – Directors	<p>Chagan motioned to amend the VCVB Bylaws increasing board of director participation from 7 to 9 and increasing the representation from a single industry from 30% to 40%. The motion was seconded by Connor. Motion carried.</p> <p>Additional discussion included the announcement of Samantha Matias and Carrie Groover have been nominated for the board. Additional nominations need to be sent Bakke for presentation to the Board during the November Board Meeting. Nominations need to be presented with a reason the nominee is a good fit for the board.</p>	Increase board member participation from 7 to 9. Increase from 30% to 40% representation from a single industry.	Chagan/Connor

		Informational Items		
1.	Tourism Marketing District	<ul style="list-style-type: none"> <li>Request for meeting with the City Manager to discuss adding short-term rentals to the VTMD was positively received.</li> <li>Assessment collections in July were down by 30% - there was a reporting error due to the launch of a new system.</li> </ul>	Information Only	Chagan
3.	SEKI Report	The government shutdown has furloughed government employees.	No report	Kawasaki-Yee

4. Staff Report	<p><b>Destination Development:</b></p> <ul style="list-style-type: none"> <li>• Visalia Heritage conducted their first major gift prospecting event to raise \$6 million toward the purchase and conversion of The Depot. More than 100 people were in attendance</li> </ul> <p>Marketing: Convention and Leisure.</p> <ul style="list-style-type: none"> <li>• Letters were mailed to Representatives Fong and Valadao at the direction of the Board during the September meeting.</li> <li>• The most pressing topic is the government shut down and impact on SEKI Visitation.</li> </ul> <p style="text-align: center;"><b>Convention Sales</b></p> <p><b>PROPOSALS/OPEN LEADS CONTRACTED:</b></p> <p>In September, we won 2 repeat contracts -received 2027 and 2028 signed contracts from Miss California.</p> <p>Monday, we lost the 2026 Miss CA competition do to a change</p> <p>New: 2148 room nights Repeat: 7020 room nights</p> <p><b>Order of Eastern Star arrives next week.</b></p> <p>We have a proposal to host 2027 – 2030 conventions being voted on during their convention next week.</p> <p style="text-align: center;"><b>Leisure Update</b></p> <p>Submitted the Live Visalian Campaign for a Poppy Award.</p> <p style="text-align: center;"><b>Admin/Operations</b></p> <p>This would normally be the time for presenting the 2026 Budget and Marketing Plan. We expect to present both at your November Board Meeting.</p> <p>You will also need to nominate officers for the 2026 program year.</p>	Information Only	Staff
Adjourn	Nelsen adjourned the regular meeting at 9:47am	Adjourn	Nelsen

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