



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

Chair: Steve Nelsen		Staff: Sherrie Bakke			
Members Present: Anil Chagan Denise Taylor-Connor Walter Deissler John Oneto		Members Absent: Sintia Kawaski-Yee: ex-officio Cynthia Padilla-Nowakowski Brett Taylor	Present - 5 Absent –2 Quorum – Y	Others Present/Guests: Carrie Groover, Marriott John Lollis, Asst. City Manager Samantha Mathias, Visalia Convention Center	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
	Call to Order	Steven Nelsen, Chair, called the meeting to order at 9:02am.		Information only	Nelsen
	Public Comment	No public Comment _____		No Public Comment	
1.	Approval of Meeting Minutes	Chagan motioned to approve the October regular meeting minutes. Deissler seconded the motion. Motion approved without discussion.		Approved Minutes October 8, 2025	Chagan/Deissler

2.	Treasurer's Report	<p>Oneto presented the October financials. Money was transferred from savings to checking. Oneto recommends closing the Valley Strong Money Market and moving the money to Central Valley Community Bank. Chagan motioned to approve the October financials and close the Valley Strong Credit Union Money Market. The funds will be moved to the VCVB primary banking institution.</p> <p>Discussion of average monthly operational expenses of \$10,000 with an additional \$25,500 in payroll. Monthly income from TMD is \$71,000. TMD.</p> <p>Deissler seconded the motion. Motion carried</p>	Approved October Financials Close Valley Strong Credit Union Money Market	Chagan/Deissler
3	City of Visalia Contract	<p>The City Manager, Asst. City Manager and Convention Center Manager met with representatives from the VCVB Board, John Oneto and Anil Chagan.</p> <p>Discussion points:</p> <ul style="list-style-type: none"> • VCVB defaulted on 2024 contract by not fulfilling 7300 New Room Night goal. • VCVB needs to hire a dedicated convention sales person. • VCVB Board Meetings need to focus on convention sales not tourism marketing. • In 2026, provided the City accepts the VCVB Sales Plan, the New Room Night Goal will be 3500. • VCVB and City Liaison will be quarterly to review new room night attainment and sales tactics/efforts. • There is no contract with the City for 2025. The executive committee will continue to advocate for 2025 funding. (YTD new room night sales are: 2203 – only 63% of the new goal.) 	No Action	
4	Board Member Resignation	<p>Nelsen announced John Oneto has submitted his resignation. Oneto read his resignation letter and offered to help during the transition to a new treasurer – banking signature cards and filing of officers with the state.</p> <p>Chagan motioned to accept the resignation with regret. Connor second the motion. Motion carried.</p>	Resignation: John Oneto	Chagan/Connor

5.	Director Appointment	<p>Nominations to increase the Board size from 7 members to 9 include Samantha Rummage-Mathias from the Visalia Convention Center and Carrie Groover from Visalia Marriott. Chair Nelsen alerted the need to amend the by-laws to allow another hotelier on the VCVB board; from 30% to 40% from a single industry. This action will be included on the December meeting agenda along with increasing the number of Visalia Tourism Marketing District Board Members.</p> <p>Oneto voted to approve the nomination of Rummage-Mathias to the VCVB Board. Chagan seconded the motion. Motion Carried.</p> <p>Discussion: Board members need to recruit convention and tourism allies to the VCVB Board.</p>	Director Appointment Rummage-Mathais	Oneto/Chagan
		Discussion/Informational Items		
1.	VCVB 2026 Officers	Nelsen announced his interest in continuing as chair of the board. Chagan offered to take on a temporary dual role of vice chair and treasurer. Once a full board is in place, the executive committee can include secretary.	No action	
3.	SEKI Report	The government shutdown has furloughed government employees.	No report	Kawasaki-Yee
4.	Staff Report	Bakke reviewed the sales tracking log for 2025 in detail and provided a snapshot of conventions, pending, won and lost according to the source.	Information Only	Staff
	Good of the order	SEKI Workforce luncheon supported by some of our tourism partners was discussed.		
	Adjourn	Nelsen adjourned the regular meeting at 10:07 am	Adjourn	Nelsen

The next regular meeting
Wednesday, December 10, 2025, 9:00 am – City of Visalia Administrative Conference Room