



VISALIA CONVENTION AND VISITORS' BUREAU

Wednesday, November 13, 2024 • 9:00 a.m.

Meeting Minutes

Visit Visalia Office – 112 E. Main

Chair: Steve Nelsen		Staff: Sherrie Bakke, Suzanne Bianco		
Members Present: Anil Chagan Denise Taylor -Conner John Oneto Brett Taylor Katy Young		Members Absent: Adrian Reynosa	Present - 6 Absent – 1 Quorum – Y	Others Present/Guests: Daivd Ahern, The Darling Hotel Walter Deissler, Visalia Heritage 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 9:01am.		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>		Invitation to Visalia Heritage Stakeholder Meeting: November 14, 3pm, The Lofts	Deissler
1. Approval of Meeting Minutes	Oneto motioned to approve the October 9, 2024 regular meeting minutes and the October 23, 2024 special meeting minutes as presented. Taylor -Conner seconded the motion. Motion approved without discussion.		Approved 10/9/2024 and 10/23/2024 Minutes.	Oneto/ Taylor - Conner

3	2025 Board Appointment	Term of service ends on 12/31/2024 for Board Member Young. Chagan motioned to approve Walter Deissler to the Visalia Convention and Visitors Bureau Board of Directors to serve January 1, 2025 – December 31, 2027. Walter serves as an at large member of the board. Motion seconded by Taylor; motion carried.	Board Appointment Deissler	Chagan/Taylor
4.	2025 Officer Election	<p>Chair: Chagan expressed his interest in serving as the CVB Board Chair, tradition has been to limit service of the chair to 2 year allowing other board members opportunity for leadership. Chagan.</p> <p>Oneto motioned to keep the 2024 Officers in place, needing only to fill the Vice Chair position currently held by her, Taylor seconded the motion. Motion was approved, with Chagan opposed.</p> <p>Board discussion identified the following Board action; Taylor motioned to appoint Chagan as Vice Chair, motion seconded by Taylor-Conner, motion carried.</p> <p>These actions leave the secretary position unfilled in 2025. Chairperson Nelsen asked Board members to provide a nomination for consideration at the December meeting</p>	<p>Steve Nelsen, 2025 Chair</p> <p>Anil Chaga, 2025 Vice Chair</p>	<p>Oneto/Taylor</p> <p>Taylor/ Taylor- Conner</p>
5.	Board Meeting Date Changes	Oneto motioned to move the next meeting from December 11 to Tuesday, December 10, 2024 due to scheduling conflict for City Council members and the January meeting from January 8, 2025 to Wednesday, January 15, 2025 due to staff attending different industry events. Talyor seconded the motion. Motion carried.	Meeting Date Changes	Oneto/Taylor
		Informational Items		

1. Executive Director	<p>Destination Development</p> <ul style="list-style-type: none"> • Tourism Summit: Thank you and feedback • Destination by Design Next Steps: • Sequoia Legacy Tree update • Visalia Heritage Stakeholder Meeting: November 14 <p>Marketing: Convention and Leisure HVS Study Presentation</p> <p>Convention Sales</p> <ul style="list-style-type: none"> • YTD our office has supported 64 RFPs for meeting in Visalia • This weekend is our last Citywide – Future Business Leaders of America- Leadership Development Institute • No contracts executed in October. • Pending proposals represent 9426 Room Nights in 2025 - 2030. Three of the proposals are new groups and represent \$47,000 in incentives. • Of the 34 lost conventions: • 9 or 26% were due to no available space in Visalia. This represented 6217 RN or 43% of the total room nights lost. 2 events were canceled, and one was lost due to not meeting their 2024 needs. <p>Purpose: Define group business solicitation marketing, geo and industry, to establish a guide for in-person prospecting event attendance.</p> <ul style="list-style-type: none"> • Faith Based – with limited air travel • Association – Primary audience in California <p>Outcomes:</p> <p>Sales will plan on attending:</p> <ul style="list-style-type: none"> • Destination California (NorthStar) hosted sales events <ul style="list-style-type: none"> ◦ Currently VCC pays registration and CVB is an add on • RCMA Emerge – when on west coast <ul style="list-style-type: none"> ◦ Currently CVB pays registration and add on – VCC pays travel for their staff to attend • Cal SAE Seasonal Spectacular <ul style="list-style-type: none"> ◦ Currently CVB manages booth registration and add-ons. When pre-approved the partners, Wyndham, Marriott and VCB will pay fair share of event expenses. In 2024 – CVB pays all but additional CVB staff attendance. <p>Worth Consideration:</p> <ul style="list-style-type: none"> • <u>CalSAE</u> – Elevate <ul style="list-style-type: none"> ◦ VCC General Manager attended in 2024. CVB passed • MPI West Coast Events <ul style="list-style-type: none"> ◦ Steven is a member of MPI 	Information and discussion	Bakke
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	<p>Convention Sales Strategic Planning with VCC – Rubric to evaluate the value of a group.</p> <p>Purpose: To maximize sales efficiency with a measurable plan to grow group meeting business in Visalia, including directing business to appropriate venue partners when unable to accommodate or the business is no longer able to maximize the convention center space – to make room for new and larger groups.</p> <p>Board discussion included the value of using this process to set a clear improvement plan and the need to ensure the economic value of groups spending outside of the Convention Center – hotels and sales tax.</p> <p>The rubric point system identifies the weighted measures supporting those considerations.</p> <p>Leisure</p> <p>Suzanne reviewed the Tourism Dashboard drawing attention to the decrease in website traffic</p> <p>Admin/Operations</p> <p>Cal Travel Board Meeting – December 4 Tenaya Appointed to the Visit California Outlook Forum Steering Committee.</p>		
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2.	Tourism Marketing District	<p>Visit Visalia received 11 proposals to serve as the Marketing Agency of Record. The scoring rubric with the top 4 contenders was displayed. The selection will be made at the November 20 meeting</p> <p>Additional Marketing Campaigns include Visit CA/ Brand USA International Marketing on Amazon</p> <p>Video Campaign with MMGY – repurposing and reducing to :30 footage gathered in making the CA Bus Association Video.</p>	Information Only	Bakke
3.	SEKI Report	<p>Accepted a 4th month detail to serve in Washington DC during the administrative transition. (10% in current role – 90% on new detail)</p> <p>99th Annual Trek to the Trees is Sunday, December 8. This is a Sanger and NPS Event.</p> <p>Preparing for a Visitor Use Management meeting. This has been resurrected post pandemic to evaluate visitor experience and park conservation.</p> <p>Hiring for a Tribal Liaison</p> <p>First snow yesterday, visitors struggled with chain utilization</p> <p>Wuksachi Lodge closing until March – during winter months there will be no food or lodging access on the SNP side.</p> <p>99th annual trek to the trees – December 8, 2024</p>	Information Only	Kawasaki-Yee
	Adjourn	Nelsen adjourned the meeting at 10:02	Adjourn	Nelsen

The next regular meeting: Wednesday, November 13, 2024, 9:00 am – Visit Visalia Tourism Office