



## VISALIA CONVENTION AND VISITORS' BUREAU

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

Meeting Minutes

Visit Visalia Office – 112 E. Main

| Chair: Steve Nelsen   |   | Staff: Sherrie Bakke, Suzanne Bianco   |   |   |
|---|---|--|---|---|
| Members Present:<br>Adrian Reynosa<br>Denise Taylor -Conner<br>John Oneto |   | Members Absent:<br>Anil Chagan<br>Brett Taylor<br>Katy Young<br>Sintia Kawaski-Yee: ex-officio | Present - 4<br>Absent – 3<br>Quorum – Y | Others Present/Guests:<br>Carrie Groover, Marriott<br>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> |  | No Public Comment                       |   |
| 1. Approval of Meeting Minutes  | Taylor-Conner motioned to approve the November 13, 2024 regular meeting minutes Oneto seconded the motion. Motion approved without discussion.  |  | Approved November 13 Minutes.           | Taylor -Conner / Oneto  |

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|----|-----------------------|--|--|------------------------|
| 2. | Financial Report      | <p>John Oneto presented the financials with the following notations:</p> <ul style="list-style-type: none"> <li>Budget is on target as expected</li> </ul> <p>Reynosa motioned to approve the November financials. Nelsen seconded the motion. Motion approved.</p>  | Approved November 2024 Financials                      | Reynosa /Nelsen        |
| 3  | 2025 Budget           | <p>2025 budget was presented for approval.</p> <p>The TMD contribution and class allocation has been approved by the Tourism Marketing District Board of Directors. The draft presented in October reflected a \$910,000 contribution from TMD. TMD approved \$860,000 for CVB to manage in 2025.</p> <p>Reynosa requested clarification on wage increases in 2025. The notation suggested all staff would receive a 3% increase. Only the administrative influencers will receive a 3% increase. All staff will receive an increase for personal mobile phone use to \$100.00 per month.</p> <p>Due to lack of Board participation and no representation from the TMD Representative, Anil Chagan, chairperson Nelsen requested the 2025 Budget be presented during the January 2025 CVB Board Meeting.</p> | No action  |                        |
| 4  | Secretary Appointment | <p>Traditionally the CVB has had four officers representing the executive committee of the board. With only 7 total board members, 4 officers would be the majority of the board requiring all executive committee meetings to be open to the public.</p> <p>Reynosa motioned to elect John Oneto as Secretary/Treasurer. Taylor-Conner seconded the motion. Motion carried.</p>   | Oneto: Secretary/Treasurer                             | Reynosa/Taylor -Conner |
| 5. | 2025 Board Meetings   | <p>Through consensus the 2025 regular board meetings will continue to be held on the second Wednesday of each month at 9:00am. The meeting location will revert to the City of Visalia Administrative Board room to accommodate members of the "public" attending the meeting without needing a seat at the table.</p>   | 2 <sup>nd</sup> Wednesday, 9:00am monthly, City Admin. | Consensus              |

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| 6. | Combined Meeting<br>CVB/TMD  | Destination Development Recommendations, including the progress being made on Visit Visalia Branding will be discussed on January 22 from 3:30 – 5:30pm in the City Admin Conference Room  | Special meeting with<br>TMD: 1/22/2025 | Consensus |
|    |                              | Informational Items  |  |           |
| 1. | Executive Director<br>Report | <p><b>Destination Development</b><br/>Sequoia Legacy Tree update<br/>Response to Visalia Heritage November 14 Stakeholder Meeting</p> <p><b>Marketing: Convention and Leisure</b></p> <ul style="list-style-type: none"> <li>• Miss CA Teen Send Off to Miss America Teen – Also Watch Party at the Marriott next Month.</li> <li>• Site Visit with a new Women's Convention last Saturday.</li> <li>• HVS Study Presentation: How we are using the information for Convention Sales Strategic Plan - Share Google Drive Rubric/Folder</li> <li>• Convention Strategic Planning</li> </ul> <p><b>Review Dashboard</b></p> <p>Convention Sales:<br/>Attended Seasonal Spectacular last week</p> <ul style="list-style-type: none"> <li>• YTD our office has supported 69 RFPs for meetings in Visalia</li> <li>• No contracts executed in November.</li> <li>• Two of the new RFPs represent Tourism FAM Trips: The Outdoor Writers Association of California and Select Travel.</li> </ul> <p>Leisure Update<br/>Suzanne provided Tourism Dashboard explanation and observations.</p> <p><b>Admin/Operations</b></p> <ul style="list-style-type: none"> <li>• 2024 Annual Report – Targeted for the February Board Meeting and will request Presentation Time to the City Council in March.</li> </ul> | Information and<br>discussion          | Bakke     |

|    |                              |   |                  |              |
|----|------------------------------|---|------------------|--------------|
| 2. | Tourism Marketing District   | <ul style="list-style-type: none"> <li>• <b>Agency of Record Selection:</b> Fourth Idea and Two Six Digital <ul style="list-style-type: none"> <li>○ The RFP included the Branding work as recommended. The work includes Brand positioning and Brand Statements. This portion of the work with Fourth Idea was pulled from the Agency of Record work to ensure both TMD and CVB Boards are aligned with the rebranding. There is a lot of work that goes into rebranding, it is usually a 6-month project.</li> <li>○ The rebranding is about \$50,000. We know rebranding Visit Visalia is critical to our future success. We also know we want to work on this project together.</li> <li>○ Recommend a taskforce for the work instead of the full board. The full board will be involved when the designs are presented.</li> </ul> </li> <li>• Carvertise is an additional campaign TMD deployed in the LA Market in Q1 of 2025.</li> <li>• Bandwango is a platform TMD is funding to enhance the in-destination experience. TMD entered a 2-year contract with the intent of offering tourism partners to eventually fund their tour or prizes based on the tourism traffic the platform generates for the business.</li> </ul> | Information Only | Bakke        |
| 3. | SEKI Report                  | Absent  | Information Only | Kawasaki-Yee |
|    | Adjourn                      | Nelsen adjourned the regular meeting at 9:57am  | Adjourn          | Nelsen       |
|    |                              | Closed Session  |                  |              |
| 1  | Employee Performance Reviews | Report Out: Board Members approved end of year financial bonuses.   | Staff Bonuses    | Nelsen       |

The next regular meeting  
**Wednesday, January 8, 2025, 9:00 am – City of Visalia Administrative Conference Room**