



**VISALIA CONVENTION AND VISITORS' BUREAU**  
 Wednesday, March 12, 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 Walter Deissler Sintia Kawaski-Yee: ex-officio Denise Taylor-Conner Brett Taylor John Oneto		Members Absent: Adrian Reynosa	Present - 8 Absent – 0 Quorum – Y	Others Present/Guests:  John Lollis, Assistant City Manager
TOPIC	Discussion/Recommendations		ACTION	RESPONSIBLE
<b>Call to Order</b>	Steven Nelsen, Chair, called the meeting to order at 9:00am.		Information only	Nelsen
<b>Public Comment</b>	<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	Oneto motioned to approve the February 12, 2025 regular meeting. Taylor seconded the motion. Motion approved without discussion.		Approved Minutes February 12, 2025	Oneto/Taylor
2. Financial Report	John Oneto presented the financials with the following notations: The income recorded in the Majestic Mountain Loop (MML) Class includes \$10,000 in income received and classified as COV and TMD. Stating \$10,000 income from TMD & COV is inaccurate. Oneto will work with staff to make the correction, accurately reflecting the MML budget. Talyor motioned to approve the February financials noting the \$10,000 discrepancy. Deissler seconded the motion. Motion approved.		Approved January 2025 Financials	Taylor/Deissler

3	2024 Annual Report	<p>The 2024 Annual Report was presented for the second reading. Discussion regarding the presentation to Visalia City Council is expected to be scheduled within the next month. Staff will notify board members to encourage their attendance. The presentation will not exceed 10 minutes.</p> <p>Staff suggested the prepared HVS and Destination by Design presentation for the City Council Work Session will be much more in-depth than the annual report presentation.</p> <p>Chagan motioned to accept the report. The motion was seconded by Oneto.</p>	2024	Chagan/Oneto
5.	Cultural Museum & Visitor Center LOI	<p>The Visalia Tourism Marketing District (VTMD) Board approved issuing a letter of intent to relocate the Tourism Office to the proposed Cultural Center. VTMD suggested the LOI be issued from Visit Visalia.</p> <p>Chagan motioned to issue the LOI from Visit Visalia to Visalia Heritage for use in their proposed capital campaign and business plan. The motion was seconded by Taylor-Conner. Deissler abstained. Motion carried.</p>	Visitor Center Location – Letter of Intent	Chagan/ Taylor - Conner
		Informational Items		

1.	Tourism Marketing District	<p>Staff reported on behalf of the Tourism Marketing District.</p> <ul style="list-style-type: none"> <li>• Two Six Digital – Digital Analysis has been a very impactful process and identified baseline digital presence with actionable insights and improvement for VisitVisalia.com, social channels and email campaigns. Staff believes is the best \$20,000 spent on marketing insights and Fourth Idea has been involved in the 6 hours of reporting.</li> <li>• Live Visalian – Production scheduled for 3/24-28, 2025. The series of short videos will feature three Visalia hosts introducing three “celebrities” to our tourism assets and what it means to live Visalian.</li> <li>• TMD agreed to loan Visalia Heritage \$95,000 to fund their capital campaign consultant. The campaign is targeted to raise \$6 million for the establishing the cultural center.</li> <li>• Bandwango is a tourism product application. The enrollment demonstration video was shared to demonstrate the show your badge discounts offered by merchants. Staff will load the brewery trail, taco tour and coffee trail for leisure travelers to earn points and rewards for visiting these locations. Itineraries will also be added to the platform.</li> <li>• Carvertise – Vinyl wrapped cars, Lyft, Door Dash, etc. are deployed in the LA market until April 1, 2025 – “Trees this big don’t fit on cars” Visit Visalia.</li> <li>• Annual Report- staff are working on the TMD 2024 annual report.</li> <li>• TMD Board members received updated programmatic training from Civitas on “Spending Dos and Don’ts”.</li> </ul>	Information Only	Chagan
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2.	SEKI Report	<ul style="list-style-type: none"><li>• 2024 Visitation – 2 million. Represent 3.18 persons per vehicle for recreation visitors.</li><li>• Mineral King Road Construction to begin next week. This is a federal highway project.</li><li>• NPS staff are reviewing workplans and staffing levels for impacts on scheduled projects.</li><li>• Visitor center hours have been reduced due to staff shortages.</li><li>• NPS obtained approval to hire seasonal staff.</li><li>• 44% of SEKI FTEs are currently vacant.</li><li>• 12% reduction of Sequoia Shuttle Service is expected. This will improve the rider experience with streamlining the stops in outlying communities. The Exeter and Farmersville stops have been eliminated. The Three Rivers stop is to support the transportation needs for park employees.</li></ul>	Information Only	Kawasaki-Yee
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3. Staff Report	<p>Staff provided updates on the following items:</p> <p><b>Destination Development</b></p> <ul style="list-style-type: none"> <li>• Sequoia Legacy Tree celebration and replacement update</li> <li>• Visit Visalia was a member of the Outlook Forum–Road Trip Panel</li> <li>• Music Festival Discussions with VCC, Fox Theatre and Parks Department.</li> </ul> <p><b>Marketing: Convention and Leisure</b></p> <p><b>BEST OF WYNDHAM AWARD Press release</b></p> <p><b>Convention Sales:</b></p> <ul style="list-style-type: none"> <li>• Dashboard and efforts: Some of the work we did in 2023/24 to secure repeat business was not realized due to limited capabilities: Bio Solutions, Academic Senate, Delta Kappa Gamma and some of our groups have depleting attendance. Great Western Fan Fest and International DX. -15 outstanding Proposals: 9 New - 6 repeat including American Legion and WD Youth.</li> <li>- Post Con - SWOT Analysis – providing direction.</li> <li>- Wildlife Society exceeded attendance expectations</li> <li>- Lion's Club – appreciated Brett's welcome</li> <li>• California Police Chief's Association Sponsorship – Riverside (John Oneto)</li> <li>• Outdoor Writers Association Itinerary and invitation to participate.</li> </ul> <p><b>Leisure Update</b></p> <ul style="list-style-type: none"> <li>• World Ag Expo initiatives Results</li> <li>• Fourth Idea Site Visit: Brand Positioning Statement &amp; Refreshed tourism logo and brand mark – March 19 Special Meeting Combined Meeting or Taskforce. Brand Launch April 28. April Marketing will follow brand positioning statement – using current logo.</li> </ul>	Information Only	Bakke/Bianco
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		<ul style="list-style-type: none"> <li>• Intentful is an AI for our website – it creates itineraries and answers questions for users.</li> </ul> <p><b>Admin/Operations</b></p> <ul style="list-style-type: none"> <li>• Mission, Vision, Values – Draft</li> </ul> <p>Next Steps: TMD Review and Approval   CVB Approval in</p> <ul style="list-style-type: none"> <li>• Performance Reviews Scheduled for March completion.</li> </ul>		
4.	Good of the Order	Board Member Reynosa resigned from the Visalia Convention Center. The resignation leaves an at large position open on the CVB Board.	Information Only	Chagan
	Adjourn	Nelsen adjourned the regular meeting at 10:04 am	Adjourn	Nelsen

The next regular meeting

**Wednesday, April 9, 2025, 9:00 am – City of Visalia Administrative Conference Room**