



## VISALIA CONVENTION AND VISITORS' BUREAU

Wednesday, April 9, 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 Denise Taylor-Conner John Oneto		Members Absent: Sintia Kawaski-Yee: ex-officio Adrian Reynosa Brett Taylor	Present - 5 Absent – 3 Quorum – Y	Others Present/Guests: Carrie Groover, Marriott Hotel John Lollis, Assistant City Manager
TOPIC	Discussion/Recommendations		ACTION	RESPONSIBLE
<b>Call to Order</b>	Steven Nelsen, Chair, called the meeting to order at 9:01am.		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 March 12, 2025 regular meeting minutes. Deissler seconded the motion. Motion approved without discussion.		Approved Minutes March 12, 2025	Oneto/Deissler
2. Financial Report	John Oneto presented the financials with the following notations: The income recorded for Majestic Mountain Loop (MML) is now accurately reflected. The solution was to record TMD Income and City of Visalia Income, budgeted for MML, in the income for MML. Staff discussed Oneto's option of establishing a separate bank account for the 2026 budgeting period to ensure the tracking and accounting is removed from the primary banking for the CVB.		Approved February 2025 Financials	Conner/Deissler

3	Mission Vision & Values	<p>During the January 22, 2025 special combined meeting with the Tourism Marketing District Board, staff was instructed to form a task force to review the current CVB Mission Statement and develop Vision and Value statements to present for Board Approval.</p> <p>The task force included two members from the TMD and two members from the CVB: Hector Ramos &amp; Carrie Groover from the TMD along with Brett Taylor &amp; Sintia Kawasaki-Yee from the CVB agreement to participate in the task force.</p> <p>The following statements, guided by the Visit Visalia Brand Positioning Statement, were presented for approval.</p> <p style="text-align: center;"><b><u>Mission</u></b></p> <p style="text-align: center;">To promote Visalia as an ideal overnight travel destination through unique local experiences and engaging marketing.</p> <p style="text-align: center;"><b><u>Vision</u></b></p> <p style="text-align: center;">Visalia is the destination of choice for travelers.</p> <p><b><u>Values   Guiding Principles</u></b></p> <p>Advocate    Visit Visalia will engage in advocacy efforts impacting the sustainability and enhancement of our tourism assets.</p> <p>Stimulate    Visit Visalia will deploy marketing and destination development initiatives expected to stimulate overnight group and leisure travel.</p> <p>Collaborate    Visit Visalia seeks collaboration in representing, developing and/or enhancing the visitor's experience.</p> <p>The proposed vision statement, aspiration, was discussed based the reality opportunity. Through request for public comment, Groover outline the taskforce process and reason for eliminating the identification of geographic or tourism asset reference in the Vision State. Stating, in reality we do want Visalia to be the destination of choice for all travelers; group, business and leisure – regardless of the why.</p> <p>Staff shared, our marketing budget will continue to be invested in segments most likely to Visit Sequoia National Park.</p>	Mission, Vision & Values	Chagan/Conner
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		Chagan motioned to approve the Mission, Vision and Values as presented. The motion was seconded by Taylor-Conner. Motion carried.		
		Informational Items		
1.	Board Vacancy	Adrian Reynosa is no longer with the Visalia Convention Center and does not reside in the area. Board directed staff to present 1-2 nominations to fill the at-large position vacancy at the May meeting. Further direction included increasing the board from 7 voting members to 9 voting members.	Request for Board Nominations	All
2.	Tourism Marketing District	<ul style="list-style-type: none"> <li>Live Visalian Production: The filming with Talent and hosts took place March 24-28. Final Production is expected the end of May.</li> <li>Annual Report: Staff will present the draft report during the TMD April 23, 2025 regular meeting.</li> </ul>	Information Only	Chagan
3.	SEKI Report		Absent	Kawasaki-Yee

4.	Staff Report	<p><b>Destination Development: No Update</b></p> <p><b>Marketing: Convention and Leisure</b></p> <p><b>Convention Sales:</b></p> <ul style="list-style-type: none"> <li>• Convention Calendar: Changes in MLM Groups and CCGI Events on room blocks resulting in reduced tracking of economic impact and "Citywide" events. We are not able to track room nights. This needs to be considered when contracting with the City.</li> <li>• In collaboration with groups scheduled in Visalia but not booked by Visit Visalia we are creating microsites with room discounts for for Flat Track Racing &amp; Cal Ripken. The goal is to enhance the visitor's experience and support the event organizers.</li> </ul> <p><b>Leisure Update</b></p> <ul style="list-style-type: none"> <li>• Update on Brand Launch</li> <li>• Visit CA Travel Summary for February</li> <li>• Visit CA Travel in the time of Tariffs.</li> <li>• STR Report February Review and impact of group business. March had a decrease in RevPar</li> <li>• TOT and Park Visitation . 2024 TOT increase of 6.80%. January 2025 only 1.19% yet park visitation increased 18% in January. The implication is the weather a stimulated visitation.</li> </ul> <p><b>Admin/Operations</b></p> <ul style="list-style-type: none"> <li>• Visit California Phase one of Regional Strategic Plan Released</li> <li>• Presentation to Downtown Lions Club</li> <li>• Attended Tulare County Economic Summit</li> <li>• City Contract &amp; Study Presentation Date(s) continue to be requested.</li> </ul>	Information Only	Staff
5.	Good of the Order	<p>John Lollis provided an update on the Sequoia Shuttle. Reservations opening next week, reduced stops; no longer Exeter or Farmersville stops and only four locations in Visalia; Wyndham, La Quinta, Convention Center and Transit Center.</p> <p>Visit Visalia Staff will work with transit and City Marketing on the role out as well as the City's campaign connecting the Rawhide to the Shuttle/SNP experience.</p>	Information Only	Lollis
	Adjourn	Nelsen adjourned the regular meeting at 10:09 am	Adjourn	Nelsen

The next regular meeting

**Wednesday, May14,, 2025, 9:00 am – City of Visalia Administrative Conference Room**