



Chair: Steve Nelsen		Staff: Sherrie Bakke		
Members Present: Anil Chagan Denise Taylor-Conner Walter Deissler Sintia Kawaski-Yee: ex-officio Cynthia Padilla-Nowakowski John Oneto Brett Taylor		Members Absent:	Present - 6 Absent – 2 Quorum – Y	Others Present/Guests: Carrie Groover, Marriott John Lollis, Assistant City Manager Samantha Mathias, Visalia Convention Center
TOPIC		Discussion/Recommendations		ACTION
	Call to Order	Steven Nelsen, Chair, called the meeting to order at 9:02am.		Information only
		Welcome Samantha Mathias, General Manager, Visalia Convention Center		
	Public Comment	No public Comment <hr/> <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	Deissler motioned to approve the June 11, 2025, regular meeting minutes. Conner seconded the motion. Motion approved without discussion.		Approved Minutes June 11, 2025
				Deissler/Conner

2.	Financial Report	<p>Oneto presented the July Financials.</p> <p>The City of Visalia has not provided 2025 funding or a contract.</p> <p>The incentive program has exceeded the approved \$120,000 with \$150,000 offered to new groups. Financial commitments prior to the actualized room night incentive program are not included in the \$120,000. These funds are accounted in the 2025 Balance Sheet under Board Designated Incentives.</p> <p>The Board will re-evaluate the incentive program during the September meeting.</p> <p>Chagan motioned to approve the June 2025 financials. The motion was seconded by Padilla-Nowakowski. Motion approved.</p>	July Financials	Chagan/ Padilla-Nowakowski
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3	2024 Annual Report	<p>City representatives, John Lollis and Samantha Mathias were reviewing the CVB 2024 Annual Report and struggled with understanding what the numbers meant. When reviewing 2 of the deliverables: 7300 new room nights and 2000 assists. The data presented did not tell a complete story.</p> <p>With guidance from Samatha, we have strengthened our case for support by reporting the leads generated by the CVB and identifying the new and renewed business resulting from CVB Leads.</p> <p>The outcome of our work in 2024, regarding convention sales, had no material change, only the presentation of the reporting.</p> <p>Although the CVB was not given a lead generation goal, all booked business begins with a lead. Showing our work demonstrates the investment and contribution from the CVB regarding lead generation.</p> <p>Chagan motioned to revise the 2024 Annual Report reflecting the details of the CVB's work.</p> <p>Recognizing the City is reviewing the CVB's expected deliverables, Board Chair Nelsen will convene a task force to present suggested deliverable to the City Manager.</p> <p>Oneto seconded the motion. Motion approved.</p>	<p>2024 Annual Report Additional details</p> <p>Establish COV contract task force</p>	Chagan/Oneto
		Informational Items		

1.	Tourism Marketing District	<ul style="list-style-type: none"> • Reported on the Basecamp Better platform of itineraries. • Shared the Live Visalian deliverables • Exploring the development of an Ag, Art and Preserve Tour with Sequoia Riverlands Trust and Arts Visalia. The tour will be marketed in southern California. The proposed date is Friday, March 13. • TMD is researching expanding their management district plan to include all hotels and short-term rentals. • Website funding of \$20,000 redirected into tourism marketing. • The next meeting is August 27, 2025 	Information Only	Chagan
3.	SEKI Report	<ul style="list-style-type: none"> • Dark Sky Festival is September 12-14, 2025. • Two congressional visits scheduled next week • Applied for Great American Outdoor Act funding to address wastewater, housing , concession improvements and campgrounds. Lost to proposal to Grand Tetons. • Crystal Cave will close 9/7 to work on repairing the road. • Seasonal staffing release will create a 45% vacancy for public facing services. • Pending film project with the National Parks Foundation • SEKI lodging is doing better than other national park lodging. • Nonresident fee will be implemented. 	Information Only	Kawasaki-Yee

4. Staff Report	<p>Destination Development:</p> <ul style="list-style-type: none"> Sequoia Legacy Tree Replacement Project – 3 LOI and 2 proposals received We have completed testing of an AI Widget for our website. It will go live next week. <p>Marketing: Convention and Leisure</p> <p>Convention Sales</p> <ul style="list-style-type: none"> Attended American Society for Association Executives – LA with Visit California Scheduled: HPN Global in Las Vegas <p>Repeat:</p> <ul style="list-style-type: none"> Lost -American Legion 2027-2029: Due to not receiving our proposal from the meeting planner. Jobs Daughters every year vs every other Miss CA 2027, 2028 <p>New:</p> <ul style="list-style-type: none"> HPN – confidential client (believe they are faith based) California Emergency Services Association Jehovah Witness Statewide Convention <p>Contracted:</p> <p>Repeat</p> <ul style="list-style-type: none"> Miss California 2026 <p>Leisure Update</p> <ul style="list-style-type: none"> Flying Dawn Marie influencer – Majestic Mountain Loop North Face Production Team – 50 room nights Fall Marketing Campaign Launch <p>Admin/Operations</p> <ul style="list-style-type: none"> FY 2025 TOT up 4.4% Congressman Costa's Tourism Park Visit based on outreach after the Federal Workforce Reduction Act in February 2025 	Information Only	Staff
Adjourn	Nelsen adjourned the regular meeting at 10:25 am	Adjourn	Nelsen

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