



VISALIA CONVENTION AND VISITORS' BUREAU

Wednesday, December 13, 2023 • 9:00 a.m.

Meeting Minutes

Visalia City Administration Office-Board Room, 220 N Santa Fe St, Visalia, CA 93292

Chair: Steve Nelsen		Staff: Sherrie Bakke, Suzanne Bianco			
Members Present: Carrie Groover Aaron Hensley Roger Hurick Amy King Bob McKellar John Oneto Adrian Reynosa Michael Seaward Brett Taylor Katy Young		Members Absent: Anil Chagan – E Rick Feder-E Samantha Rummage-Mathias -E	Present - 11 Absent – 3 Quorum – Y	Others Present/Guests:	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
1	Call to Order	Steve Nelsen, Chair called the meeting to order at 9:04am.			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 comment.</i>		No Public Comment	
2.	Approval of Meeting Minutes	Groover motioned to approve the November 8, 2023 Meeting Minutes as presented. Taylor seconded the motion.		Approved 11/8/2023 Minutes	Groover, Taylor

3.	Financial Report	<p>Oneto reported: Budget vs Actual is a little misleading. The actual income and expenses for the year are accurate but not reflective of the carry over from previous years. The CVB has a significant surplus going into next year.</p> <ul style="list-style-type: none"> Revenue exceeded budget due to an adjustment increase in the contribution from the City of Visalia. Also, miscellaneous revenue reflects the contribution provided by TMD to cover some of the tourism related budgeted items. <p>Expenses clarified:</p> <ul style="list-style-type: none"> Over budget on 6121: Computer equipment purchases: 2 lap tops plus previously owned copy machine. However, we are still \$10,000 under budget for the category. Over budget on 6212 Tourism Advertising: Staff used the 6210-account balance to collect additional marketing assets and create the Moro to Morro video. The 6210 account remains under budget by \$10,000. Staff plans to use the remaining budget to create three convention welcome videos: Knights of Columbus 2024, Lions Club 2025, and The Wildlife Society 2025. The meeting planners will use the videos during their announcement of their convention location. Miscellaneous expense, 6410: is staff recruitment costs, both convention sales and administrative support. <p>McKellar motioned to approve the financial report. The motion was seconded by Taylor. Motion approved.</p>	December Financials approved	McKellar, Taylor
3	Janet Evans	<p>Bakke shared March 14 is the tentative date for Janet Evans' visit to Visalia. The chief athlete officer for the 2028 Olympics will be our kick off event to begin planning for tourism increase around the Olympics in LA. The Tourism Marketing Districts used destination development funds to cover the celebrity visit.</p>		Bakke

4.	Visalia Heritage Escrow	<p>Visalia Heritage presented Visit Visalia with a request to fund the opening of an escrow account toward the purchase of the Depot. Their intention is to convert the building & property into a cultural center with a mix of retail, office and café.</p> <p>Should the sellers agree to the purchase, Visalia Heritage will make a formal presentation to our board and a vote to support will follow. The projected scow amount is \$25,000. We would contribute the funds received from the PPP loan currently reflected in the Money Market account.</p>		Bakke
5.	DMOProZ Recommendations	<p>Chairperson Nelsen thanked board members for participating in the workshop with Bill Giest. The DMOProZ report and recommendations were provided in your board packet. The recommendations include:</p> <ol style="list-style-type: none"> 1. There should be one Destination Marketing Organization representing Visalia. 2. TMD should contract with VCVB to manage its investment towards a holistic Destination Marketing Strategy. 3. Reset Visit Visalia as a true Destination Leadership Organization. 4. The VCVB Board should be re-imagined. 5. City of Visalia should consider its investment in Visit Visalia 6. The County should consider investing a portion of its TOT into the work of Visit Visalia. <p>While 5 and 6 provide an opportunity for dialogue, moving Visit Visalia into a best practices DMO relies on the Board's work outline in items 1-4.</p> <p>After discussion, Young motioned to approve the recommendations in the DMOProZ Report, motion seconded by Taylor. The motion was approved with McKellar voting no on the motion to accept the report recommendations.</p>	Approved DMOProZ recommendations	Young, Taylor

6.	VTMD MOU Revisions	<p>Chairperson Nelsen shared, approving the TMD MOU is the beginning of implementing the first 3 recommendations made by DMO ProZ. The November meeting minutes outline the MOU edits the CVB requested of the TMD. The TMD has accepted all of these edits except the item relating to the location of the Visitors Center. The TMD provided the edits found in the document provided in your meeting materials and on the screen.</p> <p>Taylor motioned to approve the VTMD Mou with the VCVB, redlines as of November 15, 2023. The motion was seconded by Oneto. Abstaining from the vote: McKellar, Groover, Seaward.</p> <p>Recognizing compliance with eight board voting members signifying a quorum, the motion carried</p>	TMD /CVB MOU approved	<p>Taylor, Oneto</p> <p>Abstained: Groover, McKellar, Seaward</p>
7.	2024 Visit Visalia Budget	<p>Oneto presented the proposed 2024 budget. The Visit Visalia Budget accounts for projected income from 2 sources, the City of Visalia and the VTMD.</p> <p>The budget allocations are sensitive to the regulatory requirements of the Tourism Marketing District as outlined in the MOU.</p> <p>TMD reviewed a draft marketing plan and staff is working on adding specific tactics to the recommended strategies. We will review the plan during our January 2024 Board Meeting.</p> <p>The majority of the budget is dedicated to tourism marketing. Convention advertising has been decreased from the previous year and distributed toward an effort to bring meeting planners to Visalia for FAM tours.</p> <p>Oneto expressed he is proud to present the 2024 budget for approval. After discussion regarding expense percentages allocated to each funding/revenue source, Young motioned to approve the budget, Oneto seconded, Motion carried.</p>	2024 Budget approved	Young, Oneto

8.	Agency of Record	TMD has agreed to MMGY's continuous service as Visit Visalia's Marketing Agency of Record. MMGY creates, purchases and monitors our digital domestic tourism marketing. Young motioned approve the scope of work identified in the 2024 annual agreement with MMGY and to authorize Bakke to contract MMGY as our marketing agency of record. The motion was seconded by Oneto. Motion carried.	Authorizes Bakke to contract with MMGY as agency of record for CV2024	Young, Oneto
9.	2024 Officers and Directors	King announced her resignation effective immediately following the December Board Meeting. Taylor motioned to accept the 2024 slate of officers and directors as presented. Reynosa seconded. Motion carried.	Amy King's Resignation 2024 Officers and Directors	Taylor, Reynosa
10.	Executive Director Professional Services Agreement	Staff were excused for the discussion.		
11.	Adjourn	The meeting was adjourned at		Nelsen

The next regular meeting: Wednesday, January 10, 2024, 9:00 am