



**VISALIA CONVENTION AND VISITORS' BUREAU**

Wednesday, July 12, 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: Rick Feder Carrie Groover Aaron Hensley Roger Hurick Bob McKellar John Oneto Adrian Reynosa Samantha Rummage-Mathias Michael Seaward Brett Taylor Katy Young	Members Absent: Anil Chagan Amy King	Present - 12 Absent - 2 Quorum - Y	Others Present/ Guests: Nick Mascia

TOPIC		Discussion/Recommendations	ACTION	RESPONSIBLE
1.	<p><b>Call to Order</b></p> <p><b>Public Comment</b></p>	<p>Steve Nelsen, Chair called the meeting to order at 9:03am.</p> <p>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.</p> <p>Public comment was closed without comment.</p>		S. Nelsen
2.	Approval of Minutes	McKeller motioned to approve the June 16, 2023 meeting minutes as presented. Seconded by Hensley, motion carries	Minute Approval	M. Seaward

3.	Financial Review	<ul style="list-style-type: none"> <li>○ We are 50% into the year.</li> <li>○ We are at 49% of income with the City's second payment in receivables as of 7/2 and the TMD 2023 contribution not yet invoiced.</li> <li>○ We are at 25% of expenses</li> <li>○ Although we have spent more than 80% of our collateral. With staff and board guidance, this may be the right time to invest in:             <ul style="list-style-type: none"> <li>○ New conference sales booth enhancements</li> <li>○ Register for tourism events not currently in the budget.</li> <li>○ Website Refresh</li> <li>○ Photography and video assets.</li> <li>○ Increase our transportation budget.</li> <li>○ Increase our incentives budget.</li> <li>○ Staff will present proposals during the August meeting.</li> </ul> </li> </ul> <p>Oneto called on Groover to provide an update on the TMD receivable. Groover explained the TMD Board's intention has been to provide income to fund special projects coordinated through the CVB. A five-year review of TMD Financials demonstrates three of the five years where this process was used. Two years reflected direct payment of \$35,000. TMD will issue the 2022 pledge of \$35,000.</p> <p>Staff will provide CVB expense documentation from 2022 reflecting \$35,000 in alignment with the TMD marketing plan allocations.</p> <p>The CVB 2023 Budget is -\$171,000, including the \$35,000 pledge from TMD. CVB will not incur any new/unbudgeted expenses but will reallocate or assign the TMD pledge to cover already approved expenses.</p>	<p>June financials submitted for annual filing</p> <p>TMD to issue 2022, \$35,000 pledge.</p> <p>Staff to provide CVB 2022 expenses to account for the \$35,000 contribution.</p> <p>Staff will assign expenses to the \$35,000 for 2023 for TMD approval. Balance sheet will reflect TMD and CVB Board Designated income of \$35,000. Expenses will reflect the designation.</p>	<p>J. Oneto</p> <p>C. Groover</p> <p>S. Bakke</p> <p>S. Bakke</p> <p>S. Bakke</p>
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4.	Discussion/Informational Items	<p>Ad Hoc Committee updates:</p> <p>a. Office lease: Nothing new to report</p> <p>b. COV Contract Renewal Anil and Sherrie are facilitating a discussion with the Owners to learn their expectations and share both the TMD Marketing Plan and the current City agreement.</p> <p>Tourism Economics The report was included in your board packet. Some highlights for me included Tourism/Hospitality is the 4<sup>th</sup> leading employer in Visalia, followed closely by Manufacturing. It was also interesting to learn, we are not currently using the data for planning purposes. It is a very expensive tool.</p> <p>Gas Card Promotion Results The executive committee asked staff to present the outcomes from previous gas card promotions. The unaudited report reflects 71 fuel cards distributed to visitors: December 1, 2020 – March 31, 2021: \$75 / 2 nights April 1 – June, 2021: \$50 /3 nights</p>	<p>Owners Association Meeting June 27, 2023</p> <p>Update economic data with Ag and education/healthcare</p>	<p>S. Nelsen</p> <p>A. Chagan S. Bakke</p> <p>S. Bakke</p>
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5.	Executive Director Report	<p>Staff shared a new infographic suggested to lighten the monthly activity report.</p> <p>Bylaw and Contract Review: The Bylaws are currently being reviewed by the executive committee. The executive committee will suggest revisions. I will discuss the formation documents during my 1:1 meetings with each board member in preparation for the strategic planning session.</p> <p>Strategic Planning: I will be sending an electronic poll to select a date for the retreat</p> <p>Tourism Visit CA Strategic Planning: August 2. This information will be woven into our tourism planning.</p> <p>Hotel Beds Co-Op: This is a program paid for by TMD funds and managed by the CVB office. It had excellent results and will be offered again in September</p> <p>Independence Weekend Bundle and Survey Results</p> <p>Cision – Service for press releases distributed nationally. Funded by TMD. Informational only</p> <p>Conventions Recap: Information Only SWOT: American Legion Miss California – Show Video</p>	<p>Move forward with the infographic each month</p> <p>1:1 meetings with Board Members.</p> <p>Doodle Poll for Strategic Planning</p> <p>Attend Visit CA Strategic Planning Session</p> <p>Propose Hotel Beds co-op to TMD for funding</p> <p>Continue with other scheduled bundles</p>	<p>S. Bianco</p> <p>S. Bakke</p> <p>S. Bakke</p> <p>S. Bianco</p> <p>S. Bianca</p> <p>S. Bianco</p>
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6.	Reports	<p>Tourism Marketing District: July 27 Owner's Meeting</p> <p>Destination Development: Citrus Celebration with Farmer Bob's World. The Independence Day Bundle was the first, there are three more bundles planned. The next one will be Dark Sky</p> <p>Convention Committee Attending CalSAE in December Create and add a meeting planner video to our website. Group discussion on CVB's role in offering meeting incentives due to "losing" contracts because we don't have a formalized incentive program.</p> <p>Staff is coordinating site visits to Ontario and Riverside to help capture new convention business.</p>		<p>C. Groover</p> <p>C. Groover</p> <p>A. Reynosa</p> <p>S. Bianco</p> <p>S. Bakke</p>
7.	Good of the Order	<ul style="list-style-type: none"> <li>• Visalia Mall: Kids Expo – August 5</li> <li>• Downtown Visalia: Summer Fruits Food Competition – July 17, 2023</li> <li>• Exeter Me &amp; Eds Pizza has a specific Autistic Day</li> </ul>		
8.	Adjourn	The meeting was adjourned at 10:24 am		S. Nelsen

The next regular meeting: Wednesday, August 2, 2023 – Visit Visalia Office