



**VISALIA CONVENTION AND VISITORS' BUREAU
AGENDA – REGULAR BOARD MEETING**

Wednesday, April 12, 2023 9:00 a.m.

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

Call to Order / Introductions

Steve Nelsen, Chair

Public Comment:

Time allowed for comments on subject matters pertaining to items on the agenda. Each speaker will be allowed three minutes. No action can be taken on items mentioned in public comment at this time.

Action Items:

- 1) Approval of Minutes: from March 8th, 2023, board meeting
- 2) Treasurer's Report: March 2023
- 3) Approve proposed changes to signatories on VCVB bank accounts as follows:

Valley Strong Bank – money market account:

Remove: Robert Lee, Michelle Albanese, Nellie Freeborn

Add: Steve Nelsen, VCVB Board Chair, Amy King, Vice Chair, and John Oneto, VCVB Treasurer

Central Valley Community Bank – money market account and checking account:

Remove: Robert Lee

Current signers: John Oneto, Samantha Rummage Mathias, Anil Chagan, Carrie Groover

Update signers to: Steve Nelsen, VCVB Board Chair, Amy King, Vice Chair, and John Oneto, VCVB Treasurer

Central Valley Community Bank – Credit Card Account

Remove: Robert Lee

Add: John Oneto, VCVB Treasurer

- 4) Proposed updated VCVB Mission Statement
"To elevate the economic prosperity of our community by increasing convention opportunities and visitation to Visalia through engaging marketing of our unique region."
- 5) As discussed at the executive committee meeting on 4/3/2023, the definition of "Citywide" Convention shall mean:
"Citywide Convention: Meeting or Convention requiring 3 or more hotels with 250 rooms on peak"

Discussion/ Informational Items:

- 1) Ad hoc committee updates:
 - a. Change in bank
 - b. Office lease of 112 E Main
 - c. COV Contract Renewal
- 2) IBCCES CAC Renewals: Organization will work with IBCCES directly to renew including payment of any fees. Upon completion, paid invoice can be submitted to VCVB for payment.

Staff Activity Reports:

Tourism: Tourism Activity Report, Website Reports, Membership Report, Social Media Report
Conventions: Convention Sales Activity Report

Reports

- 1) Tourism
- 2) Conventions
- 3) TMD
- 4) Committees

Good of the Order

Adjourned to Closed Session

- 1) Update on Executive Director recruitment

Next Meeting: May 10, 2023, 9:00 a.m. at Visalia City Administrative Office – Board Room, 220 N. Santa Fe Street

In compliance with the American Disabilities Act, if you need special assistance to participate in meetings call (559) 334-0141 48-hours in advance of the meeting.

For Hearing Impaired, call (559) 334-0141 48-hours in advance of the scheduled meeting time to request signing services.

Written materials relating to an item on this agenda submitted to the Advisory Body are available for public inspection in the Visit Visalia Office, at 112 E. Main Street, Visalia, CA 93291, during normal business hours.