



**VISALIA CONVENTION AND VISITORS BUREAU  
AGENDA - BOARD REGULAR MEETING**

December 11, 2019 9:00 a.m.

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

Call to Order / Introductions

Samantha Rummage-Mathias, Board 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.

Consent Items: Board will consider approval of all consent items.

- 1) Approval of Minutes:  
Approve minutes from November 13, 2019 Board meeting
- 2) Treasurer's Report:  
Approve Treasurer's report- November 2019
- 3) Policy Committee:  
Approve Airbnb Rentals Website Link Added to the VCVB Website to reach as follows under the stay page:  
Visalia also offers a selection of small unique vacation stays available from sites such as Airbnb.

Action Items:

- 1) 2020 VCVB Committee Chairs:
  - a) Convention Committee Chair: Shelley Albanese
  - b) Tourism Committee Chair: Carrie Groover
  - c) Marketing Committee Chair: Leslie Caviglia
  - d) Policy Committee: VCVB Board Chair
- 2) 2020 Officers/Executive Committee
  - a) Recommendation: To appoint the Visalia CVB Officers/Executive Committee as follows:

Chair:	Anil Chagan
Co-Chair:	John Oneto
Treasurer:	Robert Lee
Secretary:	Shelley Albanese
Member:	Carrie Groover
Member:	Samantha Rummage-Mathias
Member:	Phil Cox
Ex Officio:	Leslie Caviglia
- 3) Nominations to fill the Officers/Executive Committee positions will be taken from the floor.
- 4) Motion to appoint the Visalia CVB Executive Committee for 2020.

Informational Items:

- 1) Committee Information
  - a. Convention: Update, next meeting Tues, January 28, 2020, 9:00am @ Visit Visalia (Chair: Anil)
  - b. Tourism: Update, next meeting Wed, January 15, 2020, 4:00pm @ Visit Visalia (Chair: Carrie)
  - c. Marketing: Update, next meeting **TBD** 4:00pm @ COV Admin Board Room (Chair: Leslie)
  - d. Policy: Next meeting December 30, 2020 12:00pm @ Visalia Marriott (Exec Comm)
  - e. Contract Committee: Update, 2020 City of Visalia Professional Service Agreement for the Visalia Convention and Visitors Bureau

2) Strategy Session Update

3) Staff Activity Reports

Annual Report: Review report. Council presentation scheduled December 16<sup>th</sup> at 7pm

Sales: Convention Sales Activity Report

Tourism: Tourism Activity Report

CVB/MML Website Reports

Membership Report

Social Media Report

4) Board Member Attendance - VCVB Bylaws, Section 4.7 (a)

Good of the Order

Adjourn to Closed Session

Closed Session will commence immediately following the Board of Directors Meeting. See separate Closed Session agenda for details.

Next Meeting: January 8, 2020, 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.*