



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

September 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, 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 August 14, 2019 Board meeting
- 2) Treasurer's Report:
Approve Treasurer's report- August 2019

Action Items:

1. *The Executive Director of the Downtown Visalian (DTV) or alternate, as appointed by the Executive Director of the DTV, will be appointed to the CVB board for a term of one year in exchange for an appointment of the CVB Chair, or alternate as appointed by the CVB Board, to the DTV Board.*
2. *Amendment to Section of 4.4 of the Visalia Convention and Visitors Bureau By-Laws to reflect the addition of the Downtown Visalians appointed seat to the Board of Directors for a one year term.*

Informational Items:

- 1) Committee Information
Convention: Update, next meeting Tues, September 24, 2019, 9:00am @ Visit Visalia (Chair: Anil)
Tourism: Update, next meeting Wed, Sept 18, 2019, 4:00pm @ Visit Visalia (Chair: Carrie)
Marketing: Update, next meeting Wed, Oct 2, 2019 4:00pm @ COV Admin Board Room (Chair: Leslie)
Policy: Next meeting Sept 30, 2019 12:00pm @ Visalia Marriott (Exec Comm)
Contract: Resume for City Contract renewal consideration, meeting date/place TBD
- 2) Strategy Session Update
- 3) Staff Activity Reports
Sales: Activity Report on Convention Sales
Convention Calendar Update
Tourism: Tourism Activity Report
CVB/MML Website Reports
Membership Report
Social Media Report

Good of the Order

Adjournment of Board Meeting

Next Meeting: October 9, 2019, 9:00 a.m. at Visalia City Administrative Office-Board Room, 220 N. Santa Fe Street

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