

## Visalia Convention & Visitors Bureau

Minutes of Board Meeting: February 10, 2021 9:00 a.m.

### 1. Call to Order

The Visalia Convention & Visitors Bureau Board of Directors met in a regular meeting on Wednesday, February 10, 2021 via Zoom conference. The meeting was called to order by board chair Anil Chagan at 9:03 a.m.

**Present:** Aaron Hensley, Anil Chagan, Brett Taylor, Bob McKellar, Rick Feder, Robert Lee, Roger Hurick, Samantha Rummage Mathias, Steve Nelsen

**Excused:** Carrie Groover, Shelley Albanese

**Absent:** John Oneto

**Others Present:** Leslie Caviglia, Jeremy Schultz, Vikki Escobedo, Aaron Collins

**Staff:** Nellie Freeborn, Suzanne Bianco

### 2. Public Comment: None

### 3. Special Guest: Jeremy Schultz, *1852 Soccer City*

Jeremy gave an overview of the soon to open footie soccer facility and tap room. Facility, due to open in July/late summer, will include (3) 50' X 80' fully netted fields for 5 vs 5 play and will accommodate 2,544 players a week. The tap room, called 1852 Brewing Co, will have 10 barrels of their own beer in the 2,000 sq ft tap room space. They will outsource food service to a local restaurant. Sponsorship opportunities available for field naming rights or on the dasher boards around the fields.

### 4. Information Items:

#### **Staff Activity Reports**

- N. Freeborn presented executive directors report for January
- S. Bianco provided update on tourism and communications
- N. Freeborn presented updated on convention sales

### 5. Consent Items:

#### 1) Approval of Minutes:

Approve minutes from February 10, 2021 Board meeting

Motion by: Steve Nelson and second by Aaron Hensley. Motion passed

#### 2) Treasurer's Report:

Approve Treasurer's report – February 2021

Motion by: Steve Nelson and second by Aaron Hensley. Motion passed

### 6. Action Items:

- Motion to appoint Brett Taylor as City of Visalia Council Member appointed Board Member
  - Motion by Rick Feder and second by Roger Hurick. Motion passed
- Motion to appoint Katy Young, Executive Director ImagineU Children's Museum as City of Visalia appointed Board Member
  - Moved to next month's meetings
- Motion to appoint Amy King – Museum Curator, Tulare County Museum as VCVB Board Member
  - Motion by Rick Feder and second by Brett Taylor
- Motion to accept CA Relief Grant, up to \$15,000 – Staff will request Board approval to accept CA Relief Grant funds, if application is approved
  - Discussion was had by the group. Overall, the board agreed that the CVB would not pursue CA Relief Grant Funds.
- Motion to accept PPP, up to \$60,000.00 - Staff will request Board approval to accept PPP loan funds, if application is approved
  - Discussion was had by the group. Staff to provide the board a plan at next months meeting for use of funds.

**Committee Updates:** Committee meetings were not held in December due to schedule conflicts. No updates to provide.

- Conventions:
- Tourism:
- Marketing:
- Strategy Update:
- Policy:

**7. Good of the Order:**

- None

**8. Adjournment of Board Meeting:**

Meeting Adjourned at 10:16am

Respectfully Submitted by: Nellie Freeborn