

## **Visalia Convention & Visitors Bureau**

Minutes of Board Meeting: April 10, 2019 9:00 a.m.

### **1. Call to Order**

The Visalia Convention & Visitors Bureau Board of Directors met in a regular meeting on Wednesday, April 10, 2019 at the City of Visalia Administration building located at: 220 N. Santa Fe Street, Visalia, CA 93291. The meeting was called to order by board chair Samantha Rummage-Mathias at 9:05 a.m.

**Present:** Aaron Hensley, Anil Chagan, Bob McKellar, John Oneto, Samantha Rummage-Mathias, Shelley Ellis, Roger Hurick, Rick Feder

**Excused:** Carrie Groover, Jennifer Reynolds, Robert Lee, Phil Cox

**Absent:** Sue Sa, Manish Daya

**Others Present:** Leslie Caviglia, Ray Roa

**Others Not Present:** Gail Zurek, Blaire Bostwick, Savannah Boiano

**Staff:** Brittany Roberson, Demea Metcalf, Nellie Freeborn, Suzanne Bianco

### **2. Public Comment: None**

### **3. Action Items:**

- None

### **4. Information Items:**

#### **Staff Activity Reports:**

- Sales: An overview of March sales activities provided by staff
  - Total leads: 5,235 room nights looking positive
  - Site of Visalia Convention Center and hotels for potential client
- Executive Director Update: Reviewed ongoing and completed projects.
  - Unveiling Event at the new office
  - Quilt display & Tourism Committee to discuss new exhibits at April 17<sup>th</sup> meeting
  - New Yelp and TripAdvisor pages
  - Partnership with Panini Nut House
- Tourism: Staff reviewed recent tourism efforts, upcoming activities.
  - USA UK blog sent out about the old west
  - High Sierra Council posted about Kid-friendly activities
  - Show results:
    - Travel & Adventure Show- 2500 Sequoia Visitor Guides handed out
    - World Ag Expo- 1000 Sequoia Visitor Guides handed out
- Media: Staff reviewed reports and media efforts
  - Website stats are getting better each month- increase in pageviews
  - Membership- increase in many member account pageviews
  - Facebook- reached 2,000 page likes
  - AMF Videos release and are showing up in our top 5
  - Visitor requests are up- walk-ins, phone calls and guides mailed

#### **Committee Reports:**

- Convention Committee- Next Meeting May 28 at 9 AM, Location: @VisitVisalia
  - ❖ Discussing the top 4 interests from the dotmocracy.
- Tourism Committee- Next meeting April 17, 2019 at 4:00 PM, Location: @VisitVisalia
  - ❖ Visalia signature event and designing the space are on the agenda

**5. Good of the Order:**

- Adventure Park Update- weather caused some delays in the process, but hoping to be open no later than Memorial Day Weekend
- Comfort Suites- one of 5 Western U.S. locations to receive the new signage
- Visalia Mall- Taco Truck Challenge April 27<sup>th</sup>, judges, music, beer garden, etc.
- Fresno Airport upcoming renovation & top flights: 1. Chicago, 2. Minneapolis, 3. Houston
- Visalia On-Air: Shelley & Amanda have a new podcast with guest speakers each month, Suzanne was guest for this month's edition
- Wyndham: officially completed renovations
- Plaza Park this weekend has Renaissance Faire and racing
- Beauty and the Beast Jr. show at Valley Life Charter School- Brittany is choreographer

**6. Consent Items:**

- Approval of March Minutes and Treasurer's Report
  - B. McKellar made a motion, R. Feder seconded to approve the consent items. Motion carried: all in favor (8), opposed (0), abstained (0)

**7. Adjournment of Board Meeting:**

Meeting Adjourned at 10: 03 am. Next meeting will be May 8, 2019

Respectfully Submitted by: Brittany Roberson