



**VISALIA CONVENTION AND VISITORS' BUREAU
MINUTES FROM AUGUST 10, 2022 BOARD MEETING
HELD AT CITY ADMIN OFFICE**

Meeting was called to order by Board Chair John Oneto at 9:04 am

Present: Aaron Hensley, Amy King, Anil Chagan, Bob McKellar, Carrie Groover, Michael Seward, John Oneto, Robert Lee Roger Hurick, Steven Torres, Steve Nelsen, Katy Young

Excused: Rick Feder Samantha Rummage Mathias

Absent: Brett Taylor

Others Present: Nick Mascia

Staff: Suzanne Bianco, Devon DeMello

Public Comment: None

Consent Items:

Bob McKellar motioned to approve the minutes from the July 13, 2022 meeting and the July Financial report as one motion. This was seconded by Steve Nelsen. Motioned carried.

Steve noted that line item for miscellaneous expenses (6400) should be moved to sub account (6410.) Staff will ask bookkeeper to do so.

Informational Items:

- 1) Update on Exec Director recruitment
 - a. Candidate who turned down role was extended an opportunity to interview for the Sales Manager position.
- 2) Annual Report to City – Due October 2022
- 3) Meeting Board Packets
 - a. Due to staff time and paper use the CVB will no longer be providing physical copies of the complete board packet to board members at future board meetings. Instead, only the agenda and a few packets will be printed in the event that a member of the public should attend.

Action Items: None.

Staff Activity Reports

- 1) Updates
 - a. TMD Renewal Passed on August 1, 2022 for a 10 Year Term
 - b. Open Projects Update
 - i. 360 Image – Completion ETA Aug 31
 - c. Tourism Economics – Symphony Platform Exec Summary
 - i. Group training – August 17 at 9:00 via Zoom
 - d. Visit CA Road Trip Magazine
 - i. Copies available at CVB office
- 2) Tourism
 - a. A review of Tourism Activity for the month was provided by Suzanne Bianco.
- 3) Conventions
 - a. Devon returned to the office on Monday, July 8th and has been getting caught up on all items.

Committee Information:

- 1) Executive/Policy: Next meeting is Tuesday, Sept 6, 2022, 1:00 p.m. at Comfort Suites (changed due to Labor Day holiday)
- 2) Destination Development: Next meeting is Wednesday, August 17, 2022, 4:00 p.m. at Visit Visalia office
- 3) Convention: Postponed until further notice at Visit Visalia Office
- 4) Contract Committee: None.

Good of the Order:

- 1) Carrie informed the group that at the last Destination Development meeting an event at Bob McKellar's property was discussed.
- 2) Robert Lee noted that Sequoia and Kings Canyon National Parks visitation is down.
- 3) Downtown Visalians released a Craft Beer Tour video on YouTube last Friday (August 5th) for International Beer Day.

Next Meeting: September 14, 2022, 9:00 a.m. at Visalia City Administrative Office – Board Room, 220 N. Santa Fe Street

Adjourned: Meeting adjourned at 9:29 am