



**VISALIA CONVENTION AND VISITORS' BUREAU  
MINUTES FROM DECEMBER 15, 2022 SPECIAL 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, Brett Taylor, Carrie Groover, John Oneto, Katy Young, Roger Hurick, Samantha Rummage Mathias, Steve Nelsen

**Excused:** Anil Chagan, Robert Lee, Adrian Reynosa

**Absent:** Bob McKellar, Michael Seward, Rick Feder

**Others Present:** Nick Mascia

**Staff:** Devon DeMello, Suzanne Bianco

Public Comment: None

Consent Items:

Steve Nelsen motioned to approve the minutes from the November 9, 2022 board meeting as well as the October 2022 and November 2022 Financial reports as one motion. This was seconded by Samantha Rummage Mathias. Motioned carried.

Informational Items:

- 1) 2023 CVB Board Meeting dates are on Visit Visalia website.
- 2) Update on Executive Director recruitment
  - a. Currently interviewing candidates
- 3) 2023 VCVB Budget was presented and reviewed. It was noted that the TMD will call a special meeting in January 2023 to approve 2023 TMD budget.
- 4) Annual Report to City has been moved to February 2023 as we are mid-contract. Staff will report on entire year's activities.

Action Items:

- 1) Brett Taylor motioned to approve 2023 VCVB budget as presented. This was seconded by Steve Nelsen. Motioned carried.
- 2) Steve Nelsen motioned to approve the 2023 nominations for the VCVB Executive Committee as slated with correction to the co-chair title which should be Vice-Chair. This was seconded by Katy Young. After a vote of 6 to 2, motion carried.

|             |                          |
|-------------|--------------------------|
| Chair:      | Steve Nelsen             |
| Vice-Chair: | Amy King                 |
| Treasurer:  | Robert Lee               |
| Secretary:  | Anil Chagan              |
| Member:     | Adrian Reynosa           |
| Member:     | John Oneto               |
| Member:     | Carrie Groover           |
| Member:     | Samantha Rummage-Mathias |
| Ex Officio: | Nick Mascia              |

## Staff Activity Reports

### 1) Tourism

- a. Suzanne provided an update on the CAD announcement press conference. Press release was sent out on Thursday, December 15<sup>th</sup>, 2022. Supporting materials to the press release included a video and images. The three-minute video showcased a few of Visalia's Certified Autism Centers and announced Visalia as California's First Certified Autism Destination.
- b. It was discussed that an in-person press conference was not the best use of resources and instead as press release with video would be sent. An event will be planned for April 2023 (Autism Awareness Month.) The group agreed that this was a more effective plan.

### 2) Sales

- a. Devon reviewed the CVB's participation in the 2022 CalSAE Seasonal Spectacular tradeshow.

## Committee Information:

- 1) Executive/Policy: Next meeting is Tuesday, January 3<sup>rd</sup>, 2023, 1:00 p.m. at Comfort Suites (moved due to New Year's holiday).
- 2) Destination Development: Next meeting is Wednesday, February 15<sup>th</sup>, 2023, 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) VCVB Committee meeting dates for 2023 will be added to Visit Visalia website.
- 2) It was suggested that a popup be added to website announcing we are a CAD.

Next Meeting: January 11<sup>th</sup>, 2023, 9:00 a.m. at Visalia City Administrative Office – Board Room, 220 N. Santa Fe Street

Adjourned: Meeting adjourned at 10:06 a.m.

*Respectfully Submitted: Suzanne Bianco*