

Visalia Convention & Visitors Bureau

Minutes of Board Meeting: December 11, 2019 9:00 a.m.

1. Call to Order

The Visalia Convention & Visitors Bureau Board of Directors met in a regular meeting on Wednesday, December 11, 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 vice board chair John Oneto at 9:11 a.m.

Present: Aaron Hensley, Anil Chagan, Bob McKellar, Carrie Groover, John Oneto, Rick Feder, Robert Lee, Roger Hurick, Shelley Albanese

Excused: Samantha Rummage-Mathias, Steve Nelsen

Absent: Jennifer Reynolds, Manish Daya, Phil Cox, Sue Sa

Others Present: Leslie Caviglia

Others Not Present: Gail Zurek

Staff: Suzanne Bianco, Nellie Freeborn, Brittany Roberson

2. Public Comment:

3. Consent Items:

- Approval of November minutes and Treasurer's Report:
 - B. McKellar made a motion to approve, R. Feder seconded to approve the consent items. Motion carried.
- Approval of Airbnb Rentals Website Link added to the VCVB website to read as follows under the stay page: Visalia also offers a selection of small, unique vacation stays available from sites such as Airbnb.
 - C. Groover made a motion to approve, A. Chagan seconded to approve the above consent item. Motion carried

4. Action Items:

- Motion to appoint the Visalia CVB Executive Committee for 2020.
 - Recommendations discussed.
 - Floor opened to nominations. None nominated.
 - R. Hurick made a motion to appoint the Visalia CVB Executive Committee as recommended. R. Lee seconded the motion. Motion Carried.

5. Information Items:

Strategy Planning Session:

- No Update

Staff Activity Reports:

- Nellie provided Executive Update: Staff reviewed executive efforts for the month
- Nellie provided Sales Update: Staff reviewed the sales effort for the month
- Suzanne provided Tourism Update: Staff reviewed recent tourism efforts
- Brittany provided Media Update: Staff reviewed media efforts.

6. Good of the Order:

- McKellar Farms has a rough draft of a brochure- would like people to take a look and provide feedback
- Residence Inn, Darling & Home 2 open dates discussed
- VCC recruiting for 3 open positions.
- 14 days until Christmas
- Annie the Musical playing at 210 Café if any one would like to see a fun musical.

7. Adjournment of Board Meeting:

Meeting Adjourned at 10:13 am. Next meeting will be January 14, 2020

Respectfully Submitted by: Brittany Roberson