

Visalia Convention & Visitors Bureau

Minutes of Board Meeting: February 13, 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 12, 2018 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 9:10 a.m.

Present: Aaron Hensley, Anil Chagan, Bob McKellar, Carrie Groover, Jennifer Reynolds, John Oneto, Rick Feder, Robert Lee, Roger Hurick, Samantha Rummage-Mathias, Shelley Ellis

Excused:

Absent: Manish Daya, Phil Cox, Sue Sa

Others Present: Leslie Caviglia, Ray Roa

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

Staff: Brittany Roberson, Demea Metcalf, Nellie Freeborn

Staff Excused: Suzanne Bianco

2. Public Comment: None

3. Information Items:

Staff Activity Reports:

- Executive Director Update: Reviewed ongoing and completed projects.
 - January was all about C-SPAN Cities Tour
 - Started use of Insta-Stories
 - New report: Membership report
- Sales: An overview of January sales activities provided by staff
 - Partnership with Connect
 - Partnership with HelmsBriscoe
- Tourism: Staff reviewed recent tourism efforts, upcoming activities.
 - Visit USA UK- Healthy Eating article
 - C-SPAN articles in Times Delta & Sun-Gazette
- Media: Staff reviewed reports and media efforts
 - Website activity has significantly increased
 - Facebook stats were incredible with C-SPAN & AMF activity
 - Insta- Stories: New Year's Eve & Get to know your customer posts

Committee Reports:

- Convention Committee- Next Meeting March 26 at 9 AM, Location: TBD
- Tourism Committee- Next meeting April 17, 2019 at 4:00 PM, Location: @VisitVisalia

Visit Visalia Unveiling Event:

- Thursday, March 28, 4:30 PM at 112 E. Main St.- Mark your calendars.

4. Consent Items:

- Approval of January Minutes and January Treasurer's Report
 - B. McKellar made a motion, A. Chagan seconded to approve the consent items. Motion carried: all in favor (Yes/all), opposed (0), abstained (0)

5. Action Items:

- Motion to amend the 2019 Budget with \$500 more per month rent for new office.

- R. Hurick made a motion, B. McKellar seconded to approve the proposed addition.
Motion carried: all in favor (Yes/all), opposed (0), abstained (0)

6. Good of the Order:

7. Adjournment of Board Meeting:

Meeting Adjourned at 10:05 am. Next meeting will be March 13, 2019

Respectfully Submitted by: Brittany Roberson and Shelley Ellis