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**Visalia Convention and Visitors Bureau**

Minutes of the board regular meeting – April 14, 2021 9:00 a.m.

Call to Order / Introductions

Anil Chagan, Chair called meeting to order at 9:05am

**Present**: Aaron Hensley, Amy King, Anil Chagan, Brett Taylor, Bob McKellar, John Oneto, Rick Feder, Roger Hurick, Samantha Rummage Mathias, Shelley Albanese, Steve Nelsen, Robert Lee

**Excused**: Carrie Groover, Leslie Caviglia

**Other Present**: None

**Staff**: Nellie Freeborn

Public Comment:

None

Consent Items: Steve Nelson wanted to discuss A/R aging; writing off delinquent account. Nellie mentioned outreach efforts and properties who said they would pay but have not. Katy Young motioned to write off bad debt, 2nd by Steve Nelsen. Motion passed.

Bob McKellar motioned to approve consent items, 2nd by Robert Lee. Motion passed.

1. Approval of Minutes:

Approve minutes from March 10, 2021 Board meeting

1. Treasurer’s Report:

Approve Treasurer’s report – March 2021

Action Items this Month

* + None

Informational Items:

1. Staff Activity Reports

Executive Director: Nellie presented market updates

Tourism: Tourism Activity Report – Suzanne was attending a virtual media event through Visit CA. In her absence, Nellie presented Tourism Sales, PR and Communication efforts

Website Reports – Nellie reviewed recent results

Membership Report

Social Media Report – Nellie reviewed work, highlights and results.

Conventions: Convention Sales Activity Report – Nellie reviewed convention sales efforts and results for the month of March.

1. Committee Information – No major updates to share.
2. Strategy Session Update - None

Good of the Order – Katy Young – excited to reopen ImagineU. She also offered her meeting room as a possible meeting site for future board meetings, Rick Feder announced the return of Taco Challenge – assuming ABC will allow a license. Steve Nelsen announced the return of Downtown Visalia’s Wine Walk – he’s event too is waiting for ABC. Bob McKellar complimented the Visit Visalia team and work being done in recovery.

Next Meeting: May 12, 2021, 9:00 a.m. – There was a group discussion regarding a return to in person meetings. A majority of the group was comfortable returning to in person meetings with social distancing and masks. Some board members suggested waiting until the June 15th date before returning to in person meetings. More to follow.

Adjourned: Meeting was adjourned at 9:53am

Respectfully Submitted by Nellie Freeborn

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