



**VISALIA CONVENTION AND VISITORS' BUREAU
MINUTES FROM JANUARY 11, 2023 BOARD MEETING
HELD AT CITY ADMIN OFFICE**

Meeting was called to order by Board Chair Steve Nelsen at 9:05 a.m.

Present: Aaron Hensley, Adrian Reynosa, Amy King, Bob McKellar, John Oneto, Katy Young, Roger Hurick, Steve Nelsen

Excused: Samantha Rummage Mathias

Absent: Anil Chagan, Brett Taylor, Carrie Groover, Michael Seward, Rick Feder

Others Present: Nick Mascia, Maria Freitas

Staff: Devon DeMello, Suzanne Bianco

Public Comment: Maria Freitas from the Fairfield Inn Visalia has joined us as a perspective board member.

Consent Items: Bob McKellar motioned to approve the minutes from the December 14, 2022 board meeting and December 2022 treasurer's report as one motion. This was seconded by Roger Hurick. Motioned carried.

Informational Items:

- Board member Robert Lee has resigned from the VCVB Board of Directors
- Prospective Board Members to fill open seat(s):
 - Maria Freitas, Fairfield Inn
 - Jeremy Schultz, Visalia 1852
- 2022 Annual Report Presentation to City Council – Tentative date of February 21, 2023

Action Items:

- 1) Katy Young motioned to approve John Oneto as the new VCVB Chief Financial Officer (to replace Robert Lee). This was seconded by Adrian Reynosa. Motioned carried.

Staff Activity Reports

- 1) Tourism
 - a. Suzanne provided an update on the CAD press release news coverage and pick-up. Visit Visalia website topped 1 million page views in 2022 and had 9,000 partner website clicks.
- 2) Sales
 - a. Devon reviewed the CVB's 2022 convention sales as well as actualized events.

Committee Information:

- 1) Executive/Policy: Next meeting is Monday, February 27th, 2023, 1:00 p.m. at the Comfort Suites
- 2) Destination Development: Next meeting is Wednesday, February 15th, 2023, 4:00 p.m. at the Visit Visalia office
- 3) Convention: Next meeting is Tuesday, March 21st, 2023, 4:00 p.m. at the Visalia Convention Center
- 4) Contract Committee: None.

Good of the Order: None.

Next Meeting: Wednesday, March 8th, 2023, 9:00 a.m. at Visalia City Administrative Office – Board Room, 220 N. Santa Fe Street

Adjourned: Meeting adjourned at 9:42 a.m.

Respectfully Submitted: Suzanne Bianco