

Visalia Convention & Visitors Bureau

Minutes of Board Meeting: January 9, 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 vice board chair John Oneto at 9:05 a.m.

Present: Aaron Hensley, Bob McKellar, Carrie Groover, Jennifer Reynolds, John Oneto, Rick Feder, Robert Lee, Roger Hurick, Shelley Ellis, Sue Sa

Excused: Anil Chagan, Phil Cox, Samantha Rummage-Mathias

Absent: Manish Daya

Others Present: Leslie Caviglia, Ray Roa

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

Staff: Suzanne Bianco, Brittany Roberson, Demea Metcalf, Nellie Freeborn

2. Public Comment: None

3. Consent Items:

- Approval of December 12, 2018 Board Meeting Minutes and Treasurer's Report
 - B. McKellar made a motion, R. Feder seconded to approve the consent items. Motion carried: all in favor (10), opposed (0), abstained (0).

4. Action Items:

- No action items

5. Information Items:

Staff Activity Reports:

- Executive Director Update: Reviewed ongoing and completed projects.
 - Update on National Park Shutdown
 - Interviewed by Univision regarding the shutdown
 - C-SPAN Cities Tour in Visalia
 - New office location comments & discussion
- Sales: An overview of December sales activities provided by staff
 - CalSAE Bathroom mirror clings were a hit
 - Year-end review
- Tourism: Staff reviewed recent tourism efforts, upcoming activities.
 - Downtown Visalia light post banner replacement project on hold- new light posts are slated to be replaced 2020.
 - Sequoia Tree Table kids exhibit
- Media: Staff reviewed reports and media efforts
 - New website is doing well & we are working to make them even better.
 - Facebook almost tripled in post reach from Dec. 2017- 2018.
 - Instagram gained 24 new followers

Committee Reports:

- Convention Committee- Next Meeting January 22 at 9 AM, Location: TBD
- Tourism Committee- Next meeting Wednesday, January 16 at 5:30 PM, location: Rawhide Baseball, Event Organizers Meet-up

6. Good of the Order:

- R. Feder-
 - Taco Truck Challenge will be at the Visalia Mall on April 27, 2019
 - Food Truck Fridays will return May 3- Sept. 27, 2019
 - New restaurants going in should be confirmed in the next couple of weeks

7. Adjournment of Board Meeting:

Meeting Adjourned at 9:58 am. Next meeting will be February 13, 2019

Respectfully Submitted by: Brittany Roberson, Recording Secretary