Visalia Convention & Visitors Bureau

Minutes of Board Meeting: January 8, 2020 9:00 a.m.

1. **Call to Order**

   The Visalia Convention & Visitors Bureau Board of Directors met in a regular meeting on Wednesday, January 8, 2020 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 9:03 a.m.

   Present: Aaron Hensley, Bob McKellar, John Oneto, Rick Feder, Roger Hurick, Shelley Albanese, Steve Nelsen
   Excused: Samantha Rummage-Mathias, Sue Sa, Anil Chagan, Carrie Groover, Robert Lee
   Absent: Jennifer Reynolds, Manish Daya, Phil Cox,
   Others Present: Leslie Caviglia
   Others Not Present: Gail Zurek
   Staff: Suzanne Bianco, Nellie Freeborn, Brittany Roberson

2. **Public Comment:**
3. **Consent Items:**
   - Quorum was not met, but meeting continued as informational update.
4. **Action Items:**
   - None
5. **Information Items:**

   Strategy Planning Session:
   - Updates Provided by staff

   Staff Activity Reports:
   - N. Freeborn provided Executive Update: Staff reviewed executive efforts for the month
   - N. Freeborn provided Sales Update: Staff reviewed the sales effort for the month
   - S. Bianco provided Tourism Update: Staff reviewed recent tourism efforts
   - B. Roberson provided Media Update: Staff reviewed media efforts.

   Committee Information:
   - No Committees met during December.
6. **Good of the Order:**
   - City of Visalia- reorganization process underway.
     - Two new departments: Community Services and General Services
   - Visalia Convention Center
     - Initial interviews have been done, round 2 coming soon.
     - Healthy Living Expo- February 29
   - Visalia Mall
     - Express going out, Arie coming in
7. **Adjournment of Board Meeting:**

   Meeting Adjourned at 10:17 am. Next meeting will be February 12, 2020
   Respectfully Submitted by: Brittany Roberson