



**VISALIA CONVENTION AND VISITORS' BUREAU
MINUTES FROM THE JANUARY 12, 2022 BOARD MEETING (HELD AT CITY ADMIN OFFICE)**

Meeting was called to order by Board Vice Chair John Oneto at 9:05am

Present: Aaron Hensley, Brett Taylor, Carrie Groover, Michael Seward, John Oneto, Samantha Rummage Mathias, Steve Nelsen, Katy Young, Steven Torres

Excused: Anil Chagan, Robert Lee, Roger Hurick, Amy King

Absent: Bob McKellar, Rick Feder

Others Present: None

Staff: Nellie Freeborn, Suzanne Bianco

Public Comment: None

Consent Items: A motion was made by Steve Nelsen with a second by Samantha Rummage-Mathias to approve all three consent items. Motion carried.

- Minutes from December 2021 Meeting
- Treasurer's Report
- Add John Oneto, Board Chair, as signing officer

Informational:

Annual Report: Nellie reviewed the highlights of the CVB Annual Report that was presented to City Council at their Dec 20, 2021 meeting.

Nellie discussed the City of Visalia Contract for Services with the CVB was renewed for a two-year term that provides for a 4% increase in CVB funding each year, pending annual review in October.

Staff Activity Reports:

Executive Director Overview: Nellie provided an overview of CVB activities. Included in her report were:

- Visit CA highlighted Visalia's CAC work in their California Now Blog which reached both consumers and travel trade.
- Visit Visalia is a finalist for the Visit CA Poppy Awards in the Collaborative Marketing category for our CAC work. Winners will be announced at the Outlook Forum in February.
- At the annual report presentation to City Council in December, there were several questions asked by the council, including what the City can do to further help the CVB. Nellie reviewed her list of suggested items.

Tourism Report: Suzanne provided an update on tourism activities in December. She also provided an update on Majestic Mountain Loop questions brought up at the Dec CVB board meeting.

Convention Sales: Nellie provided an update on convention sales activities in December.

Good of the Order: Samantha reported that International DX convention scheduled for April has cancelled due to covid.

Next Meeting: February 8, 2022, 9:00 a.m. at Visalia City Administrative Office – Board Room, 220 N. Santa Fe Street

Adjourned: Meeting adjourned at 9:54 am

Respectfully submitted by: Suzanne Bianco