



**VISALIA CONVENTION AND VISITORS' BUREAU
MINUTES FROM JULY 13, 2022 BOARD MEETING
HELD AT CITY ADMIN OFFICE**

Meeting was called to order by Board Chair John Oneto at 9:08 am

Present: Aaron Hensley, Amy King, Bob McKellar, Carrie Groover, Michael Seward, John Oneto, Roger Hurick, Samantha Rummage Mathias, Steven Torres, Steve Nelsen, Katy Young

Excused: Anil Chagan, Robert Lee,

Absent: Brett Taylor, Rick Feder

Others Present: Nick Mascia

Staff: Suzanne Bianco

Public Comment: None

Consent Items:

Bob McKellar motioned to approve the minutes from the June 8, 2022 meeting and the June Financial report as one motion. This was seconded by Samantha Rummage-Mathias. Motioned carried.

Information Items:

1) Executive Director Recruitment Status

- Position was offered to outstanding candidate but was turned down for personal reasons.
- Carrie will step down as Chair of hiring committee due to time constraints. Steven Torres volunteered to sit on committee but is unable to act as chair. It was suggested that a search firm be utilized.

Action Items:

1) Request for allocation of funds to hire a temporary employee.

Bob McKellar motioned to hire a person on a temporary basis as needed. Steven Torres seconded. Motioned carried.

2) Proposed changes to the bylaws:

“The Executive Board shall consist of 8 members comprised of 4 Visit Visalia members and 4 VTMD members. The Executive Board shall meet monthly or as needed. Their powers are limited to making recommendations to the Board of Directors or, with prior consent of the board, making decisions on behalf of the Board of Directors with the exception of matters involving the Executive Director. The Executive Board has the full responsibility for all matters involving the Executive Director. These responsibilities include, but are not limited to: candidate interviews, job proposals, promotions, reviews and dismissal. All decisions regarding the Executive Director must be reported at the next regularly scheduled Board meeting.

The Executive Director reports to the Executive Board. The employees of Visit Visalia report to the Executive Director.”

Bob McKellar motioned to amend the bylaws as presented so that the Executive Director will report directly to the Executive Committee. This was seconded by Katie Young. Motion carried.

Staff Activity Reports:

Suzanne showed an early copy of the Autism Road Trip article in the Visit CA Magazine due out Friday. She presented an update on open projects, discussed Tourism Economics new reporting and the proposed board training to take place on Aug 17 at 9:00. Group was reminded of resources available through Visit CA. The HotelBeds.com landing page was reviewed.

Convention Sales Update provided by Suzanne in Devon's absence:

- In addition to reaching out to the leads sourced by SDR weekly, Devon is working through Nellie's handover and convention servicing. Proposals have gone out to OES for 2024-2026 and for American Legion for 2025-2026. We are working with Job's Daughters and our properties on the pick-up report which was lower than they anticipated.

Tourism Update provided by Suzanne:

- AHA! Airline promotion jointly with MML will end Friday.
- Thank you to Beth Bruegman (past CVB employee) for working the Visit Visalia booth at the Kaweah Health New Resident Mixer
- Upcoming Mexican agent FAM in October in partnership with Volaris Airlines and MML.

Committee Information:

- 1) Executive/Policy: Next meeting is August at 1:00 at the Comfort Suites.
- 2) Destination Development: Next meeting is July 20 at 4:00 at the CVB office.
- 3) Convention: On pause for now.

Good of the Order: None.

Next Meeting: August 10, 2022, 9:00 a.m. at Visalia City Administrative Office – Board Room, 220 N. Santa Fe Street

Adjourned: Meeting adjourned at 10:10 am

Respectfully submitted by: Suzanne Bianco