



**VISALIA CONVENTION AND VISITORS' BUREAU
MINUTES FROM JUNE 8, 2022 BOARD MEETING
HELD AT CITY ADMIN OFFICE**

Meeting was called to order by Board Chair John Oneto at 9:07 am

Present: Aaron Hensley, Amy King, Carrie Groover, Michael Seward, John Oneto, Robert Lee, Roger Hurick, Steve Nelsen

Excused: Bob McKellar, Samantha Rummage Mathias, Steven Torres, Katy Young

Absent: Anil Chagan, Brett Taylor, Rick Feder

Others Present: Nick Mascia

Staff: Devon DeMello

Public Comment: None

Consent Items:

Robert Lee motioned to approve all consent items in one motion. This was seconded by Steve Nelsen. Motioned carried.

Information Items:

- 1) Bylaw Discussion
 - The Executive Committee is working on reviewing bylaws for CVB. This is in the discussion phase.
- 2) Summer Hours
 - The VCVB office will not be open on Saturdays this summer due to limited staff.
- 3) Influencer and Media Hosting
 - The CVB will continue to host media/ influencers as it has been. If no hotel rooms are available for a comp., then CVB will pay a discounted rate.
- 4) Tourism Economics Training
 - Suzanne will coordinate with the BOD a virtual training of the symphony dashboard.
 - CVB committed to contribute \$10,000 per year for two years to TMD towards cost.
- 5) Bookkeeper
 - Krista Wanzer Rollin has been hired as the VCVB bookkeeper.
- 6) Executive Director
 - Currently still scouting for position.

Action Items: None.

Staff Activity Reports:

Tourism Update provided by Suzanne (read by Devon):

- As you know, Visit CA has committed to promoting the Autism CA Road Trip. MMGY NJF has drafted a press release announcing that the Autism Road Trip will be included in Visit CAs Road Trip magazine. The magazine is scheduled to publish in late June early July.
- Event Marketing: We ran our 2nd social media campaign promoting the Go Native Event. Run dates were May 4-20 with a reach of 11,211 and 444 clicks. We also hosted a travel writer in market to cover the event and create content about native America culture in and around Visalia.
- We continued to gain followers across all social platforms.
- Website usage increased 44% in January through May versus the same period in 2021. Top countries: India, Canada, UK, Mexico and Germany.
- 5 stories were published about Visalia including "Most Fun in Visalia" for LA Family Travel, a result of the travel writer we hosted – Rena Nehdar.

- We have several upcoming media visits during June that we are working to create outstanding itineraries for, spreading their stays throughout Visalia's hotels.
- At the end of May, I attended the California Cup event in Sacramento which connected destinations with a select group of international tour operators and industry partners. This event provides the opportunity for California destinations to build relationships over several days. Some of my top contacts made include:
 - Steve Labroski, Managing Director of iTravel
 - Michael Gazel: Travel Managers Australia
 - Manny Leanos: MixJal Group Guadalajara, Mexico
- I am currently attending IPW in partnership with Majestic Mountain Loop. So far, it is an excellent show. I have 20 media appointments and 42 tour operator/ industry partner appointments. I am particularly excited that I have met with several that are interested in accessibility and they are really pleased to hear about our efforts with autism. You will hear more about this next month.

Convention Sales Update provided by Devon:

- In addition to reaching out to the leads sourced by SDR weekly, I am focused on securing rebooking's.
- In the month of May, the CVB did not provide any convention servicing. However, this month the CVB has provided convention servicing to Job's Daughters Grand Bethel, American Legion and Vietnam Veterans of America, Inc. California State Council.

Committee Information:

- 1) Executive/Policy: Next meeting is July 5 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: July 13, 2022, 9:00 a.m. at Visalia City Administrative Office – Board Room, 220 N. Santa Fe Street

Adjourned: Meeting adjourned at 9:56 am

Respectfully submitted by: Devon DeMello