

Visalia Convention & Visitors Bureau

Minutes of Board Meeting: March 13, 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 board chair Samantha Rummage-Mathias at 9:07 a.m.

Present: Aaron Hensley, Anil Chagan, Bob McKellar, Carrie Groover, Jennifer Reynolds, John Oneto, Robert Lee, Samantha Rummage-Mathias, Shelley Ellis

Excused: Manish Daya, Roger Hurick

Absent: Phil Cox, Sue Sa, Rick Feder

Others Present: Leslie Caviglia

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

Staff: Brittany Roberson, Demea Metcalf, Nellie Freeborn

Staff Excused: Suzanne Bianco

2. Public Comment: None

3. Consent Items:

- Approval of February Minutes and February Treasurer's Report
 - B. McKellar made a motion, A. Chagan seconded to approve the consent items. Motion carried: all in favor (9), opposed (0), abstained (0)

4. Action Items:

- None

5. Information Items:

Staff Activity Reports:

- Executive Director Update: Reviewed ongoing and completed projects.
 - Made the move to the new office on Main Street
 - New Initiative: Working with Drozian & AMF on our SEO & SEM
 - Our logo won bronze for the Addy Awards
- Sales: An overview of February sales activities provided by staff
 - 9 leads sourced
 - Leads sent report (2015-2019)
 - Review Meetings Today Ad overview
- Tourism: Staff reviewed recent tourism efforts, upcoming activities.
 - Attended World Ag Expo
 - Attended Travel & Adventure Show L.A.
 - Brand USA 2019 Inspiration Guide
- Media: Staff reviewed reports and media efforts
 - Website activity is up from 2018
 - Intent to travel pageviews continue to increase
 - MML website engagement is up as people start planning their summer vacations
 - Membership- member pages are doing well and getting views
 - Pinterest- monthly views increased due to efforts by AMF.
 - YouTube- New AMF videos to be released soon.

Committee Reports:

- Convention Committee- Next Meeting March 26 at 9 AM, Location: @VisitVisalia
 - ❖ Meeting Planner Personas
- Tourism Committee- Next meeting April 17, 2019 at 4:00 PM, Location: @VisitVisalia
 - ❖ Visalia signature event will be on the agenda

Visit Visalia Unveiling Event:

- Thursday, March 28, 4:30 PM at 112 E. Main St.- Mark your calendars.

6. Good of the Order:

7. Adjournment of Board Meeting:

Meeting Adjourned at 9:57 am. Next meeting will be April 10, 2019

Respectfully Submitted by: Brittany Roberson