

**Visalia Convention & Visitors Bureau**  
Minutes of Board Meeting: March 11, 2020 9:00 a.m.

**1. Call to Order**

The Visalia Convention & Visitors Bureau Board of Directors met in a regular meeting on Wednesday, March 11, 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 board chair Anil Chagan at 9:03 a.m.

**Present:** Anil Chagan, Bob McKellar, Carrie Groover, John Oneto, Rick Feder, Robert Lee, Roger Hurick, Samantha Rummage-Mathias, Steve Nelsen

**Excused:** Shelley Albanese, Aaron Hensley

**Absent:** Manish Daya, Phil Cox, Sue Sa

**Others Present:** Leslie Caviglia

**Staff:** Suzanne Bianco, Brittany Roberson, Nellie Freeborn

**2. Public Comment:**

**3. Information Items:**

- International Board of Credentialing and Continuing Education Standards (IBCCES) – Autism Certification
  - Discussion
  - Move forward in information gathering to get price package.
  - TMD may be willing to pick up the cost of the package.

**4. Consent Items:**

- Approval of consent items including the following
  - Minutes from December 11, 2019
  - Minutes from February 12, 2020
  - Treasurer's Report from December 2019
  - Treasurer's Report from January 2020
- B. McKellar made a motion to approve, C. Groover seconded to approve the consent items.  
Motion carried.

**5. Action Items:**

- None

**6. Information Items (cont.):**

**Staff Activity Reports:**

- N. Freeborn provided Executive Update: Staff reviewed executive efforts for the month
  - Opened with discussion on COVID 19 strategy
- N. Freeborn provided Sales Update, read aloud by S. Bianco: 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.

**7. Good of the Order:**

- Media Agency discussion
- Downtown Visalians- Wine Walk April 2, Restaurant Month- March, Ag Fest- May 2, Egg hunt- spring break.
- Visalia Mall- Summer concert series, carnival, Easter Bunny, Taco Truck Challenge (amazing reach on Facebook)

**8. Adjournment of Board Meeting:**

Meeting Adjourned at 10:07 am. Next meeting will be April 8, 2020

Respectfully Submitted by: Brittany Roberson