

Visalia Convention & Visitors Bureau
Minutes of Board Meeting: May 8, 2019 9:00 a.m.

1. Call to Order

The Visalia Convention & Visitors Bureau Board of Directors met in a regular meeting on Wednesday, May 8, 2019 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 9:05 a.m.

Present: Aaron Hensley, Anil Chagan, Bob McKellar, Carrie Groover, John Oneto, Samantha Rummage-Mathias, Shelley Ellis, Roger Hurick, Rick Feder, Robert Lee, Sue Sa

Excused: Jennifer Reynolds, Manish Daya

Absent: Phil Cox

Others Present: Leslie Caviglia, Ray Roa

Others Not Present: Gail Zurek

Staff: Brittany Roberson, Demea Metcalf, Nellie Freeborn, Suzanne Bianco

2. Public Comment: None

3. Consent Items:

- Approval of April Minutes and Treasurer's Report
 - B. McKellar made a motion, A. Chagan seconded to approve the consent items. Motion carried: all in favor (11), opposed (0), abstained (0)

4. Action Items:

- Motion to accept fee changes as recommended by the Executive Committee for July 2019- June 2020 CVB Membership.
 - R. Lee made a motion, R. Feder seconded to approve the action item. Motion carried: all in favor (10), opposed (1), abstained (0)

5. Information Items:

First Quarter Report:

- Executive Director Update: Reviewed ongoing and completed projects.
 - C-Span in January, Travel shows in February, Move to new office in March
 - Budget review of the quarter.
- Sales: Staff reviewed sales efforts for Q1
 - Government shutdown made for a slower start than projected for the 2019 year, but still maintained a stronger start than 2018.
 - April success- 18 leads sent equaling 8,300 room nights
 - Update on Convention Committee
- Tourism: Staff reviewed recent tourism efforts, upcoming activities.
 - Sequoia Tree Slice- new kids activity sheet
 - Visalia Welcome Stops
 - Developed new itineraries
- Media: Staff reviewed reports and media efforts
 - January had the highest post engagement for the quarter.
 - Website stats are significantly increased from prior year, with the exception of pages per session.
 - Facebook and Instagram have both increased in followers surpassing the set 20% increase goal
 - Twitter is well on its way to increase to 20%

Committee Reports:

- Convention Committee- Next Meeting May 28 at 9 AM, Location: @VisitVisalia
 - ❖ Discussing the top 4 interests from the dotmocracy.
- Tourism Committee- Next meeting July 17, 2019 at 4:00 PM, Location: @VisitVisalia

6. Good of the Order:

- J. Oneto- Went up to Cedar Grove in Kings Canyon and it was magnificent. The river was roaring and the weather was perfect.
- R. Feder- update on the success of the Taco Truck Challenge- 13 food trucks and a beer garden, 2,000-3,000 people were there and increased mall visitors by 1200 people. Pita Kabob was the winner of the best taco with their Artichoke taco!
- R. Hurick- Still hoping to open the slides by Memorial Weekend. Inspections are coming next week.

7. Adjournment of Board Meeting:

Meeting Adjourned at 10: 03 am. Next meeting will be June 12, 2019

Respectfully Submitted by: Brittany Roberson