



**VISALIA CONVENTION AND VISITORS' BUREAU  
MINUTES FROM NOVEMBER 9, 2022 BOARD MEETING  
HELD AT CITY ADMIN OFFICE**

Meeting was called to order by Board Chair John Oneto at 9:12 am

**Present:** Aaron Hensley, Adrian Reynosa, Amy King, Bob McKellar, Carrie Groover, John Oneto, Rick Feder, Steve Nelsen, Katy Young

**Excused:** Roger Hurick, Samantha Rummage Mathias

**Absent:** Anil Chagan, Brett Taylor, Michael Seward, Robert Lee

**Others Present:** Nick Mascia

**Staff:** Suzanne Bianco

Public Comment: None

Consent Items:

Steve Nelsen motioned to approve the minutes from the October 12, 2022. This was seconded by Rick Feder. Motioned carried.

The financial report was tabled until the December meeting.

Informational Items:

- 1) Annual Report to City has been moved to January 2023 as we are mid-contract. Staff will report on entire year's activities.
- 2) 2023 VCVB Budget: Currently in progress. Draft will be presented at the December Exec Committee meeting. It was noted that a Convention Incentive accounting Standard Operating Procedure was created.
- 3) Update on Exec Director recruitment – None to report.
- 4) Nominations from the floor for the open CVB Board Chair and Vice-Chair positions were discussed but no nominations made.

Action Items:

Bob McKellar made a motion to re-elect the VCVB Directors whose terms expire December 31, 2022 for an additional 3 years- term with expiration on to be December 31, 2025: Steve Nelsen; Adrian Reynosa; Amy King; Robert Lee; Roger Hurick. Motion was seconded by Rick Feder. Motion carried.

Staff Activity Reports

- 1) Tourism
  - a. Suzanne reviewed Symphony's Executive Report. It was discussed that a list of top 10 points of interest be reviewed next month. A consumer sentiment survey on business travel expectations in the next 6 months was also reviewed.
  - b. Visalia hosted a tour group from Czech Republic as well as a product developer from Collette Tours.
  - c. An update on the CAD announcement press conference was provided. It was discussed that an in-person press conference was not the best use of resources and instead as press release with video would be sent. An event will be planned for April 2023 (Autism Awareness Month.) The group agreed that this was a more effective plan.

2) Sales

- a. Devon was out of office representing the VCVB at the Connect West conference in San Francisco. Suzanne provided an update on Conv Sales on her behalf: Order of Eastern Star convention took place in October. The group was voting on contracts for 2024, 2025 and 2026 and Visalia was one of 3 finalists. OES voted to continue with Visalia! Thank you to all our board members and sales staff from around the city who volunteered their time to assist with the group either working at the Concierge Table or handing out cookies. It was noted that OES was the largest convention in the city this year, followed by American Legion.

Committee Information:

- 1) Executive/Policy: Next meeting is Monday, December 5, 2022, 1:00 p.m. at Comfort Suites.
- 2) Destination Development: Next meeting is Wednesday, November 16, 2022, 4:00 p.m. at Visit Visalia office
- 3) Convention: Postponed until further notice at Visit Visalia Office.
- 4) Contract Committee: None

Good of the Order:

- 1) Rick Feder provided an update on events at the mall with includes Santa Cares on Dec 4. Also, the mall will be adding 6 new retail stores and several new restaurants.

Next Meeting: December 14, 2022, 9:00 a.m. at Visalia City Administrative Office – Board Room, 220 N. Santa Fe Street

Adjourned: Meeting adjourned at 10:05 a.m.

*Respectfully Submitted: Suzanne Bianco*