



**VISALIA CONVENTION AND VISITORS' BUREAU**  
**MINUTES FROM THE NOVEMBER 16\*, 2021 BOARD MEETING (HELD AT CITY ADMIN OFFICE)**  
(\*changed from regular meeting date to accommodate a schedule conflict)

Meeting was called to order by Board Chair Anil Chagan at 8:35 am

Present: Aaron Hensley, Anil Chagan, Bob McKellar, John Oneto, Robert Lee, Roger Hurick, Shelley Albanese, Katy Young

**Excused:** Carrie Groover, Michael Seward, Rick Feder, Samantha Rummage Mathias, Steve Nelsen

**Absent:** Amy King, Brett Taylor

**Others Present:** none

**Staff:** Nellie Freeborn, Suzanne Bianco

Public Comment: None

Consent Items: Bob McKellar moved to accept the minutes from the Oct 13, 2021 meeting and October treasurer's report. The motion was 2<sup>nd</sup> by Aaron Hensley. Motion carried.

Action Items this Month:

- a. Motion by John Oneto, with a second by Robert Lee to re-elect the VCVB Directors whose terms expire December 31, 2021 for an additional 3 years – new term expiration to be December 31, 2024: Aaron Hensley, Anil Chagan, Bob McKellar, Carrie Groover, Katie Young, Richard Feder

Motion Carried

- b. Motion by Bob McKellar, with a second by Aaron to appoint the Visalia CVB Officers/Executive Committee as follows:

Chair: John Oneto  
Co-Chair: Samantha Rummage-Mathias  
Treasurer: Robert Lee  
Secretary: Anil Chagan  
Member: Carrie Grover  
Member: Steve Nelson  
Ex Officio: Nick Macias

Motion Carried

- c. Motion by Robert Lee with second by Bob McKellar to Re-appoint the Visalia CVB Committee Chairs as follows:

Convention Committee Chair: Steven Torres  
Tourism/Marketing Committee Chair: Carrie Groover  
Policy Committee Chair: John Oneto

Motion Carried

Shelley Albanese noted that she has given her notice and her last day at the Visalia Convention Center will be December 17, 2021. The interim general manager will be Steven Torres.

As an informational item, Nellie that she will begin to recruit for the open convention sales position in January with hopes to fill it by February. The office is currently budgeted for a 4<sup>th</sup> position so this will not impact budget.

Nick Mascia, Assistant City Manager, was introduced and will serve as ex-officio member of the CVB Board of Directors.

Staff Activity Reports

**Executive Director Report:** Nellie reported that the 2022 budget will be presented at the December meeting. The date of the presentation to City Council will tentatively be on Dec 20. Visit California has awarded grant dollars through our partnerships with HSVC and CVTA to be used for optimization audits. Visit Visalia will be presenting to the staff at Visit CA for Destination Third Thursday on Nov 18. Nellie reviewed the list of currently local partners who will obtain CAC designations. She also reported on the CAC Road Trip partners who have signed on.

**Tourism:** Suzanne Bianco, Tourism Marketing Director presented a brief recap on tourism efforts including social media report, results for PR/communications and the results of October's events – Travel and Adventure Show in Santa Clara and the Visit California LA Media Reception.

**Conventions:** Nellie Freeborn provided an update on convention sales efforts.

Nellie also noted that there were two errors in the provided convention sales reports:

1. For Order of Eastern Star the number of room nights should be 1,555. It was transposed with the number of attendees which should be 350.
2. WD Youth was noted as having gone definite in Oct. It in fact went definite several months ago. This group is a rebooking, meaning room nights were not added to the MTD or YTD total, comment was noted for the record/minutes.

Good of the Order: None

Next Meeting: Dec 8, 2021, 9:00 a.m. at Visalia City Administrative Office – Board Room, 220 N. Santa Fe St.

Adjourned: Meeting adjourned at 9:18 am

*Respectfully submitted by: Suzanne Bianco*