



**VISALIA CONVENTION AND VISITORS' BUREAU  
MINUTES FROM OCTOBER 12, 2022 BOARD MEETING  
HELD AT CITY ADMIN OFFICE**

Meeting was called to order by Board Chair John Oneto at 9:05 am

**Present:** Adrian Reynosa, Amy King, Bob McKellar, Carrie Groover, John Oneto, Robert Lee, Roger Hurick, Steve Nelsen, Katy Young, Samantha Rummage Mathias

**Excused:** Aaron Hensley, Anil Chagan

**Absent:** Brett Taylor, Michael Seward, Rick Feder, Nick Mascia

**Others Present:**

**Staff:** Suzanne Bianco, Devon DeMello

Public Comment: None

Consent Items:

Bob McKellar motioned to approve the minutes from the September 14<sup>th</sup>, 2022 and September 26<sup>th</sup>, 2022 meetings and the September Financial report as one motion. This was seconded by Steve Nelsen. Motioned carried.

Informational Items:

- 1) Annual Report to City
  - a. CVB will go before city council on Monday, November 7<sup>th</sup>, 2022 at 4:00pm.
  - b. Report is from January 1 – Sept. 15, 2022. CVB will update report to include Q4 in January.
- 2) Update on Exec Director recruitment
  - a. Signed contract with Gecko recruiting.
  - b. VTMD will contribute up to \$5,000 toward any placement fees related to the recruitment of an executive director.

Action Items: None.

Staff Activity Reports

- 1) Tourism
  - a. Suzanne reviewed Symphony's Executive Report highlighting hotel occupancy, airport throughput, lodging performance, and regional performance of recreation visits in the Pacific West region.
  - b. Suzanne noted a MMGY Global survey which illustrated American consumer's planning leisure travel intent.
  - c. On September 8<sup>th</sup>, 2022 Suzanne and Devon were guest lectures for an upper-division class at CSU Pomona College of Hospitality Management discussing Visalia's CAC designation.
  - d. Suzanne was interviewed on The Travel Guys Radio Show on September 8<sup>th</sup>, 2022 and discussed Visalia's CAC's and goal of becoming a CAD.
  - e. Hosted a French FAM this month and next month will be hosing another FAM.
- 2) Conventions
  - a. From January 1<sup>st</sup> – September 30<sup>th</sup>, 2022 the CVB has booked a total of 14 events totaling 6,965 room nights.

Committee Information:

- 1) Executive/Policy: Next meeting is Monday, October 31, 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) CVB will be welcoming a Czech Republic tour group of 22 people on Saturday, October 22<sup>nd</sup>, 2022. They will be having a tour of Farmer Bob's World and have an Ag tour with John Oneto.
- 2) CVB will be conducting a site tour with a tour operator from Collette Tours the week of October 24<sup>th</sup>, 2022.
- 3) Farmer Bob's World is having their Fall Farm Festival this Sunday, October 16<sup>th</sup>, 2022.
- 4) Downtown Visalians Updates:
  - a. Taste of Downtown event is October 18<sup>th</sup>, 2022.
  - b. Hometown Heroes is November 5<sup>th</sup>, 2022. Will be located from Willis St. to Bridge St.
- 5) ImagineU is hosting their Trunk or Treat from 3pm – 6pm on Halloween. Volunteers are needed.
- 6) Next Executive Committee meeting is on Monday, October 31<sup>st</sup> not Tuesday.

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 9:58 am