

VISALIA CONVENTION AND VISITORS BUREAU
MINUTES - BOARD REGULAR MEETING via Zoom
September 9, 2020 - 9:00 a.m.

1. Call to Order-Introductions: The Visalia Convention & Visitors Bureau Board of Directors met in a regular meeting on Wednesday, Aug 12, 2020 via Zoom conference. The meeting was called to order by board chair Anil Chagan at 9:04 a.m.

Present: Aaron Hensley, Anil Chagan, Bob McKellar, Rick Feder, Robert Lee, Roger Hurick, Samantha Rummage-Mathias, Shelley Albanese, Steve Nelsen

Excused: Carrie Groover, John Oneto,

Absent: Manish Daya, Phil Cox, Sue Sa,

Others Present: Leslie Caviglia,

Staff: Nellie Freeborn, Suzanne Bianco

2. Public Comment: None

3. Consent Items: Rick motioned and Steve seconded to approve August minutes and treasurer's report consent items. Motion passed.

4. Informational Items:

Jennifer Fawkes, Marketing Manager for World Ag Expo presented on the status of WAE and took questions board had. After a brief recap of the event status to date, Jennifer noted that they are planning a live event at this point. COVID and the Tulare Co Health Dept may impact that. WAE staff will make a formal announcement no later than Nov 30. They are working on a virtual option as a plan B. Jennifer fielded questions from the group. It was noted that \$53M generated by WAE in 2020.

5. Staff Activity Reports

a. Executive Director presented updates on website highlights including the meeting planners survey. Discussion on winter campaign that will begin on Dec 1, 2020. Discussion from group resulting in decision to offer incentive of \$75 rebate for 2-night stay when booked through the Visit Visalia website. (To include black out date.) Nellie to take it to TMD for approval and funding. Report on advertising opportunities through AAA for end of year.

b. Convention Sales Update: Cvent has launched a covid safety site for their partners. All Visalia hotel partners will be listed. Sales efforts are showing some fruit. Site tour this week with KOC and thanked DTV for support. FCCLA group signed for 2023 891 RNs (tent status). M+C wellness page updates as well as a covid resource page have been added to website. Discussed efforts being made by Convention committee.

c. Tourism update included social media gains, Travel Agent webinar hosted, published earned media, fire updates posted to website. Update on CVB Tourism and Marketing Committees efforts and next meeting dates.

6. Good of the Order: Rick noted that Visalia Mall is now open with 25% capacity and 85% of stores open. Taco Truck Challenge has officially been cancelled. Visits with Santa will be a little different this year.

Next Meeting: October 14, 2020, 9:00 a.m. at Visalia City Administrative Office-Board Room, 220 N. Santa Fe Street (location may change due to COVID-19, CDC and TCHD directives)