



**VISALIA CONVENTION AND VISITORS' BUREAU  
MINUTES FROM SEPTEMBER 14, 2022 BOARD MEETING  
HELD AT CITY ADMIN OFFICE**

Meeting was called to order by Board Chair John Oneto at 9:00 am

**Present:** Aaron Hensley, Adrian Reynosa, Amy King, Bob McKellar, Carrie Groover, Michael Seward, John Oneto, Rick Feder, Robert Lee Roger Hurick, Steve Nelsen, Katy Young

**Excused:** Samantha Rummage Mathias

**Absent:** Anil Chagan, Brett Taylor

**Others Present:** Nick Mascia

**Staff:** Suzanne Bianco, Devon DeMello

Public Comment: None

Consent Items:

Bob McKellar motioned to approve the minutes from the August 10<sup>th</sup>, 2022 meeting and the August Financial report as one motion. This was seconded by Steve Nelsen. Motioned carried.

Informational Items:

- 1) Update on Exec Director recruitment
  - a. Looking into recruitment agencies.
- 2) Annual Report to City
  - a. CVB will go before city council on October 17<sup>th</sup>, 2022. Report will be submitted to Nick Mascia by the end of September.

Action Items: None.

Staff Activity Reports

- 1) Updates
  - a. Open Projects Update
    - i. 360 Image – Completion ETA moved to Sept. 30
  - b. Asset Collection Project funded by TMD – Kreatve Content awarded contract
    - i. Sequoia Tourism Council – Sequoia Visitors Guide 2023
      1. Metro Media – Joshua Rose
      2. \$40,000 ARPA Funding
  - c. Press Conference announcing Visalia is a CAD – TBD
  - d. Visit CA to continue “Meet What’s Possible” in 2023
- 2) Tourism
  - a. Suzanne reviewed Symphony’s Executive Report highlighting lodging performance, airport throughput, regional employment and a regional performance of the Pacific West Region.
  - b. Visit CA’s CEO highlighted Visit Visalia for their efforts in becoming a CAD in press release.
  - c. Suzanne and Devon will be guest lectures for an upper-division class at CSU Pomona College of Hospitality Management discussing Visalia’s CAC designation.
  - d. Articles for the Sequoia Riverlands Trust and Sequoia Shuttle were awarded Sunset Travel Awards.

3) Conventions

- a. From January 1<sup>st</sup> – August 31<sup>st</sup> the CVB has sourced 32 leads (7 in August) and has secured 5,560 definite room nights. In 2022 thus far 18 events have actualized.

Committee Information:

- 1) Executive/Policy: Next meeting is Monday, October 31, 2022, 1:00 p.m. at Comfort Suites. It was noted that the agenda stated that the next meeting would be on Tuesday, Oct 3 which is a Monday. It was not changed due to Labor Day.
- 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) Downtown Visalians has 5 events from now until the end of the year.
  - a. Arts Night Out – Sept. 17
  - b. Taste of Downtown – Oct. 18
  - c. Hometown Heroes – Nov. 5
  - d. Christmas Parade – Nov. 28
  - e. Wine Walk – Dec. 8
    - i. This event is new
- 2) The Visalia Mall is bringing back their Sensitive Santa program the 3 Sundays before Christmas.
  - a. This event is for those with autism to see Santa before the mall opens to the general public.
- 3) ImagineU is having a Sensory Night on August 29<sup>th</sup>.
- 4) ImagineU is hosting their Trunk or Treat on Halloween. Sponsors and donations are welcome.
- 5) The Darling Hotel is hosting their Murder Mystery at the end of October.

Next Meeting: October 12, 2022, 9:00 a.m. at Visalia City Administrative Office – Board Room, 220 N. Santa Fe Street

Adjourned: Meeting adjourned at 9:36 am