



120 S. Church  
Visalia, California 93291  
(559) 732-7737

## Downtown Visalians Board Meeting Notes

Tuesday, January 24<sup>th</sup> – 8:00am

City Administration Conference Room - 220 N Santa Fe Ave. Visalia, CA 93292

*Mission Statement: Where friends meet, fun happens and businesses prosper*

**Public Comments:** *This time is set aside for public comment on issues which are not on the agenda. The comments are to be brief (3 minutes or less). Begin by spelling your name and stating your business and/or address.*

*The Directors cannot act on the item at this time and should withhold making any comments until it can be placed on a future agenda.*

### Executive Board

Duane Rodriguez  
Downtown Rookies  
President

Janeen Robbins  
Janeen's Furniture  
Vice President

Laura Rocha  
Tucumans Credit Union  
Treasurer

Kerry Hydash  
Family Healthcare Network  
Secretary

Nate Mustain  
Brown's Shoe Fit  
Member at Large

### Board Members

Bre Singleton  
Sugar's Succulents

Haylie Silva  
Sequoia Brewing Co.

Jonathan Anderson  
Component Coffee

Mike Fistolera  
Fistolera Construction

Steven Torres  
Visalia Convention Center

### Reports:

- Visalia Police Department – Lt. Jared Hughes:** mostly typical other than the recent mass burglaries, that guys should be released but will return to jail (most likely Bob Wiley); Dez doing great over 300 calls for service; “EMER” vandal hitting lots of places; warming center should make it easier for them to get the homeless people
- VFD – Chief Dan Griswold:** quiet beginning of the year, looking at ordinances surrounding the TC Library, but nothing major to report in DTV specifically

### Action Items:

- New Board Members – Duane R.
  - John Lawson, The Salad Shop
  - Michael Paredes, Café India
  - Taylor Rodriguez, Downtown Rookies

Motion: Janeen R.      Second: Nate M.      Action: approved
- Meeting Notes – Duane R. – n/a
- Financials – ~~Laura R.~~ Steve N.
 

Motion: Nate M.      Second: Janeen R.      Action: approved
- 2023 Budget – Steve N.
 

Motion: Janeen R.      Second: Steven T.      Action: approved

### Discussion Items:

- 2022 Recap – Downtown Projects – Steve N.
  - See attached
- 2023 Events Overview – Steve N./Lauren W.
  - See attached
- Lauren's Corner – Lauren W. – 3-4 video projects this year with a retail and beauty/barber focus, gained over 2000 followers in 2022.
- Infrastructure Update – Steve N. – CalWater still has projects left to do; park benches have been removed; tbd on the brick planter in front of VBC

### Additional Reports:

- Convention Center – Steven T. – slow January but February to pick up steam, last 2 weekends of Feb will have big impact on DTV (gymnastics and Pentecostal ladies)
- COV – Steve N. – civic center project in phase 2, approved plans, should be done in 2025

### Good of the Order

- Looking for sponsors for the cigar event (general + glassware) in April
- Chicken restaurant on Church & Main open, Rocket Fizz next door to open soon

**Meeting Adjourned: 9:15 AM**

# 2022 INFRASTRUCTURE PROJECT RECAP

Security Cameras	\$29,956.25
Sound System	\$62,943.25
Christmas Decorations	\$58,521.76
	<b>\$151,451.46</b>

## Downtown Visalians' Expenditure

Security Cameras	\$14,978.13
Sound System	\$31,471.73
Christmas Decorations	\$20,521.76
	<b>\$66,971.60</b>

## 2022 EVENTS

- FEBRUARY** RESTAURANT MONTH
- MARCH 19** MASCOT MADNESS
- APRIL 1-6** EASTER EGG HUNT
- APRIL 07** WINE WALK
- APRIL/MAY** FIRE FUNDRAISER
- MAY** MOTHER'S DAY PHOTO CONTEST
- MAY** BLOOD CENTER DRIVE
- JUNE/JULY** FIND TIPPER
- JULY 11-31** SUMMERTIME FOOD CONTEST
- SEPTEMBER 17** ARTS NIGHT OUT
- OCTOBER 18** TASTE OF DOWNTOWN
- NOVEMBER 05** HOMETOWN HEROES
- NOVEMBER 28** CANDY CANE LANE PARADE
- DECEMBER 8** WINTER WINEDERLAND WALK
- DECEMBER** SECRET SANTA
- DECEMBER** WINDOW DISPLAY CONTEST
- DECEMBER 10** CHRISTMAS AT THE PLAZA

= 17 + 2 VIDEOS

# 2023 EVENTS

- FEBRUARY** RESTAURANT MONTH
- MARCH 11** ST PATRICK'S PARADE
- MARCH 18** MASCOT MADNESS
- MARCH 25** 1852 SPRINGFEST
- MARCH/APRIL** EASTER EGG HUNT
- APRIL 13** WINE WALK
- APRIL 15** CIGARS & BOURBON
- APRIL 29** DTV SPRING MARKET
- MAY** MOTHER'S DAY PHOTO CONTEST
- MAY** BLOOD CENTER DRIVE
- JUNE/JULY** FIND TIPPER
- JULY 10-23** SUMMERTIME FOOD CONTEST
- OCTOBER 06** ARTS NIGHT OUT
- OCTOBER 17** TASTE OF DOWNTOWN
- NOVEMBER 04** HOMETOWN HEROES
- NOVEMBER 27** CANDY CANE LANE PARADE
- NOVEMBER 30** WINTER WINEDERLAND WALK
- DECEMBER** SECRET SANTA
- DECEMBER** WINDOW DISPLAY CONTEST
- DECEMBER 09** CHRISTMAS AT THE PLAZA

=20+ 3/4 VIDEOS

