

Downtown Visalians Board Meeting Notes

Tuesday, April 25th – 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.

Reports:

1. **Visalia Police Department – Lt. Jared Hughes:** typical stats, other than vandalism is increasing.
2. **VFD – Chief Dan Griswold:** getting rid of the weeds around the city for fire prevention measures, watching the snow melt which poses a bigger problem for Tulare Lake than Kaweah basin.

Action Items:

1. Meeting Notes – Duane R.
Motion: Nate M. Second: Dulce A. Action: approved
2. Financials – Steve N.
Motion: Nate M. Second: Kerry H. Action: approved
3. Advertising – Steve N. – once marketing budget has been reviewed, how to proceed via email vote.
Motion: Second: Action: per email vote, pending

Discussion Items:

1. Treasurer Position – Laura needs to step down, anyone interested should talk to Steve
2. Lauren’s Corner – Lauren W. – Cigars + Bourbon and wine walk very successful despite lower attendance, market on April 29th
3. Event Financials – Steve N. – doing ok despite the low attendance, importance of events is on bringing people downtown and increasing DTV operational budget.
4. DTV Coverage – Steve N.
 - o Repainted the Chevy truck, will soon be looking at replacing Ford
 - o Pedal Pub – Lake Bottom investor is working on approval for Pedal Pub route from Lake Bottom to different breweries, city working with him on logistics
 - o City Council Presentation next month
 - o Avedian Properties should be moving in May, Mulligans set to open early 2024

Additional Reports:

1. Convention Center – Steven T. N/A
2. COV – Steve N. – civic center moving forward nicely

Good of the Order:

Meeting Adjourned: 8:48 AM



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Duane Rodriguez
Downtown Rookies
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Janeen Robbins
Janeen’s Furniture
Vice President

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Kerry Hydash
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Nate Mustain
Brown’s Shoe Fit
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Board Members

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Dulce Ugalde Arellano
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Haylie Silva
Sequoia Brewing Company

John Lawson
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Jonathan Anderson
Component Coffee

Michael Paredes
Café India

Mike Fistolera
Fistolera Construction

Steven Torres
Visalia Convention Center

Taylor Rodriguez
Downtown Rookies