



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

## Downtown Visalians Board Meeting Notes

Tuesday, September 26<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.*

### Reports:

1. **Visalia Police Department – Lt. Jared Hughes:** 5 auto thefts; decrease in parking citations and transient calls; new DT Officer should start mid-October, might be getting an office downtown for him
2. **VFD – Chief Dan Griswold:** nothing major for DTV; el nino is coming; keep an eye on alleys and dumpsters; opened recruiting for new paramedics/firefighters

### Action Items:

1. Meeting Notes – Duane R.  
Motion: Janeen R.                      Second: Michael P.                      Action: approved
2. Financials – ~~Laura R.~~ Steve N.  
Motion: Kerry H.                      Second: Janeen R.                      Action: approved

### Discussion Items:

1. Lauren’s Corner – Lauren W. – 60 years of Downtown Visalians, Lifsetyle magazine feature in October + Taste of Downtown highlight; fall event calendar (see attached)
2. DTV Coverage – Steve N.
  - a. Center street landscaping should be completed end of this week
  - b. New Associate Member: American Legion Post 18
  - c. Hometown Heroes is Nov 4 – volunteers to work our booth and sell raffle tickets
  - d. Minimum wage increase in food service (\$20) and healthcare (\$25)
  - e. Statement (attached)

### Additional Reports:

1. Convention Center – Steven T. – crop consulting conference this weekend will impact parking, Order of the Eastern Star Oct 19-21; Valdivia and 559 Fights in November; holiday parties back to 2019 levels in December
2. COV – Steve N. – housing moving in north/northwest visalia; new warehouse in industrial park (probably Amazon); Nordstrom Rack, Sprouts, and B&N all will be open by the end of the year; Vallarta off Lovers Lane; pre-purchased PD vehicles since Dodge discontinued the Charge; new truck for VFD will take 2 years

### Good of the Order

### Adjourn to Closed Session

**Meeting Adjourned: 8:42 AM**

### Executive Board

Duane Rodriguez  
OnSite Security  
President

Janeen Robbins  
Janeen’s Furniture  
Vice President

Laura Rocha  
Tucomeas 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

Dulce Ugalde Arellano  
The Book Nook

Haylie Silva  
Sequoia Brewing Company

John Lawson  
The Salad Shop

Jonathan Anderson  
Component Coffee

Michael Paredes  
Café India

Sherrie Bakke  
Visit Visalia

Steven Torres  
Visalia Convention Center

Taylor Rodriguez  
Downtown Rookies

## DTV FALL & WINTER EVENTS

**OCTOBER 17**  
TASTE OF  
DOWNTOWN

**OCTOBER 21**  
FAMILY  
HEALTHCARE  
NETWORK  
FALL FESTIVAL

**NOVEMBER 4**  
HOMETOWN  
HEROES

**NOVEMBER 11**  
1852 VISALIA  
FALLFEST

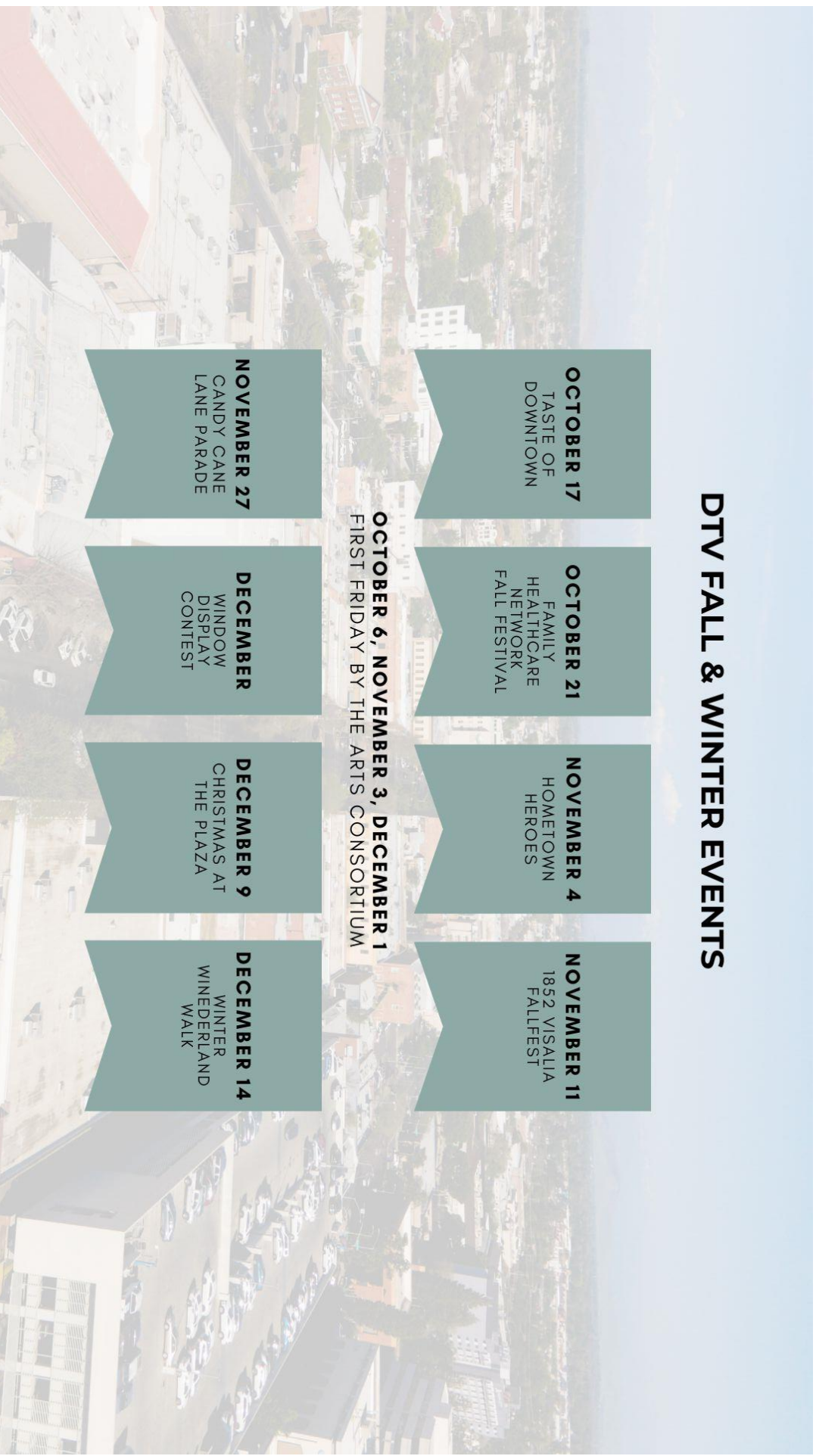
**OCTOBER 6, NOVEMBER 3, DECEMBER 1**  
FIRST FRIDAY BY THE ARTS CONSORTIUM

**NOVEMBER 27**  
CANDY CANE  
LANE PARADE

**DECEMBER**  
WINDOW  
DISPLAY  
CONTEST

**DECEMBER 9**  
CHRISTMAS AT  
THE PLAZA

**DECEMBER 14**  
WINTER  
WINEDERLAND  
WALK



Recently, in the last two months, an individual decided to attack myself in my position as CEO of DTV and Councilmember, also the organization which I serve and which you volunteer your time to. The person has gone further to attack the President of the board and the business which he owns. Further continuing the attacks on the chairman of the POA as well as that organization.

I am fully aware myself and this organization may not please everyone and neither are perfect, but we do strive for perfection every day. Have mistakes been made along the way through the years, yes, will mistakes be made in the future, Yes, but the goal is to minimize and learn from them. One can choose to live in the negativity of day or choose to live in the positive. I and this organization chooses to live in the positive, with this in mind let me share the following:

1. DTV is celebrating 60 years in existence
2. Candy Cane Lane Parade is the longest running nighttime parade 77 yrs.
3. Hometown Heros is the largest Public Safety Appreciate Day not only in the state but the nation as well.
4. New sound system along Main St. and Center St.
5. POA has purchased all new Christmas decorations
6. POA installed a security system for downtown
7. All new landscaping, Main St. & Center St.

At the start of the year, all store fronts along Main St, will be being worked on, or open, with the exception of two locations, the dirt across from the Fox and the old Avedian office. It's been a long time since this has happened.

Your downtown is the envy of every city in Tulare County, Kings County, south Fresno County.

1. Have met with the downtown folks in the City of Tulare.
2. Kingsburg
3. just met the City Manager of Hanford, their downtown is trying to figure out how to become like ours.

4. I will be meeting with the downtown folks of Sanger either the 4 or 18<sup>th</sup> of Oct.

One could say this is just me talking but let me share the following: Kiplinger's article.

Convention Folks: Eastern Star, American Legion and others.

Lifestyle magazine article which will appear in the October issue:

Your DTV Team understands where the organization has come from and the reason for its existence. We focus each and everyday day on what we can do better, how we can increase our value to the members, and we focus on the future to ensure we continue to be the envy of every other downtown in the surrounding counties. As it says in the article:

“A reminder that whatever we invest in our community today is part of its future.”

Today and every day we all can make the choice, look for the positive, be part of the community, be part of the success we can all achieve together. Or we can look at the negative and suck the life out of the community and then we can become like a lot of the downtowns in the area, where they morph into closed buildings, secondhand stores, minimal restaurants and no activity.

We, Team DTV, are thankful that we have two boards, members that have chosen to be part of the community, to be part of something great, a vibrant, growing, busy downtown.

So the choice is simple: become part of the community or become that negative voice.....



article 1.pdf



article 2.pdf