



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

Downtown Visalians Board Meeting Notes

Tuesday, January 23rd – 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.

- April Lancaster - complaint

Reports:

1. **Visalia Police Department – Lt. Jared Hughes:** nothing major – new parking guys, 13 vacancies in PD but academy graduation this week, homeless count this week
2. **VFD – Chief Dan Griswold:** nothing major for DTV; usual increase in warming fires, still an eye on alleys and dumpsters; still an eye on the rain, be careful where you get your stats/info

Action Items:

- | | | | |
|----|--|---------------------|------------------|
| 1. | Meeting Notes – Duane R. | | |
| | Motion: Janeen R. | Second: Laura R. | Action: approved |
| 2. | December 2023 Financials – Laura R./Steve N. | | |
| | Motion: Janeen R. | Second: Steven T. | Action: approved |
| 3. | Final 2023 Financials – Laura R./Steve N. | | |
| | Motion: Kerry H. | Second: Janeen R. | Action: approved |
| 4. | Proposed Budget - Steve N. | | |
| | Motion: Kerry H. | Second: Jonathan A. | Action: approved |

Discussion Items:

1. 2023 Recap – Steve N. – see slide below
2. The Digital Age – Lauren W. – see slide below
3. Downtown Evolution – Steve N. – landscaping by Wells Fargo, looking into art projects and murals
4. Lauren's Corner – Lauren W. – see event calendar below
5. Around Downtown – Steve N. – full Main St occupancy, lawsuit with the Darling Hotel.

Additional Reports:

1. Convention Center – Steven T. – fights on Saturday 1/27, Home Show and gymnastics conventions in February, Rainbow Girls in March
2. COV – Steve N. – still ongoing with Rawhide

Good of the Order

Meeting Adjourned: 8:55 AM

Executive Board

Duane Rodriguez
OnSite Security
President

Janeen Robbins
Janeen's Furniture
Vice President

Laura Rocha
Tucoemas 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

Melinda Kuhnelt
Pacific Treasures

Michael Paredes
Café India

Sherrie Bakke
Visit Visalia

Steven Torres
Visalia Convention Center

Taylor Rodriguez
Downtown Rookies

Proposed Budget
2024

Income

City Contracts	\$ 31,000
POA Services	\$185,000
Events	\$110,000
Premier Sponsors	\$ 65,000
Service agreements	\$ 70,000
DID Payments	\$185,000
Total Income	<u>\$646,000</u>

Expenses

POA/City	\$ 55,000
Events	\$ 60,000
Administration	\$325,000
Office	\$110,000
Team Development	\$ 8,000
Services	\$ 75,000
Total Expenses	<u>\$633,000</u>
Balance	\$ 13,000

*Projected CPI for 2024 is 3.2%

DTV OUTREACH - 2023 RECAP

- \$7,000 back into the Downtown Economy
- \$20,500 general + co-op advertising
- 204k+ Facebook accounts reached
- 93.5k Instagram accounts reached (last 90 days only)
- 3000+ Instagram followers gained

—————→

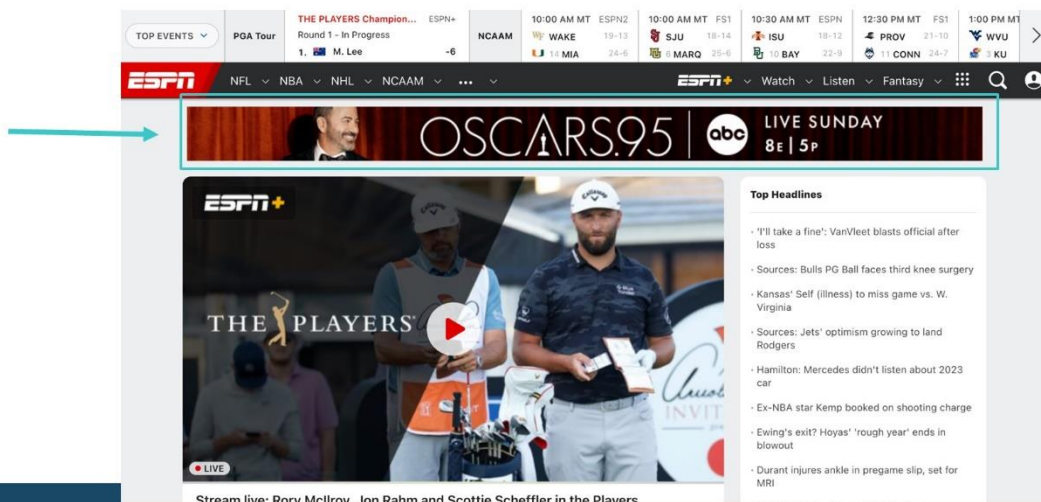
What are Programmatic Display Ads?

Animated billboards on the internet.

- AKA “banner ads” or “rich media ads”
- Appears next to content on websites
- Appears on computer or mobile phone screens.
- Can be still or animated
- Can track user behavior after clicking on the ad



Example of a Display Ad



The screenshot shows the ESPN website interface. At the top, there's a navigation bar with various sports categories and a search icon. Below this, a large banner ad for 'OSCARS.95' is displayed, featuring the ABC logo and the text 'LIVE SUNDAY 8E | 5P'. The ad is highlighted with a red box and a red arrow pointing to it from the left. Below the banner, there's a section for 'THE PLAYERS' featuring a video player with a play button and a 'LIVE' indicator. To the right of the video player, there's a 'Top Headlines' section with several news items.

Stream live: Rory McIlroy, Jon Rahm and Scottie Scheffler in the Players

2024 EVENT CALENDAR

- *FEBRUARY BLOOD CENTER DRIVE
- MARCH 16 ST PATRICK'S PARADE & MARKET
- *APRIL 1852 SPRINGFEST
- APRIL 13 CIGARS & BOURBON
- APRIL 25 WINE WALK
- MAY BLOOD CENTER DRIVE
- *JULY 18-29 SUMMERTIME FOOD CONTEST
- OCTOBER 08 TASTE OF DOWNTOWN
- NOVEMBER 02 HOMETOWN HEROES
- HOLIDAY SEASON SECRET SANTA
- HOLIDAY SEASON WINDOW DISPLAY CONTEST
- DECEMBER 02 CANDY CANE LANE PARADE
- DECEMBER 14 CHRISTMAS AT THE PLAZA
- *DECEMBER 19 WINTER WINEDERLAND WALK

