



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

Downtown Visalians Board Meeting Notes

Tuesday, March 26th – 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.

Presentation: VPD Torch Run

DTV Donation match up to \$1000 – Board Members donate individually and tell Steve, DTV match up to \$1000.

Motion: Kerry H. Second: Laura R. Action: approved

Reports:

1. **Visalia Police Department – Dan Baker** – typical stats
2. **VFD – Chief Dan Griswold:** n/a

Action Items:

1. Meeting Notes – Duane R.
Motion: Janeen R. Second: Steven T. Action: approved
2. Financials – Laura R.
Motion: Kerry H. Second: Jonathan A. Action: approved
3. St Patrick's Parade Review - Steve N. – continue parade one more year and reassess
Motion: Sherrie B. Second: Kerry H. Action: approved

Discussion Items:

1. Digital Marketing Review – Lauren W. (see below)
2. Membership Mailers – Steve N. – first one going out this week to say hello, second one will have bylaw change, nomination, and “further communication will be done via email”
3. Spring Market Review – Lauren W. – success, kids activities were a hit, good bridge for families between the parade and businesses opening
4. Board Membership – Steve N. – bylaw change to term limits, will reassess board member categories after we get nominations from the whole
5. Lauren's Corner – Lauren W. – need help volunteering! Event calendar below
6. Around Downtown – Steve N. – Bravo Farms is open, big CalWater tank

Additional Reports:

1. Convention Center – Steven T. – April 5-7 Gymnastics group, DX convention and Battle of the Badges
2. COV – Steve N. – doing great financially

Good of the Order

Adjourn to Closed Session: Review litigation Issue

Meeting Adjourned: 8:48am

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

Bre Singleton
Sugar's Succulents
Member at Large

Board Members

Dulce Ugalde Arellano
The Book Nook

John Lawson
The Salad Shop

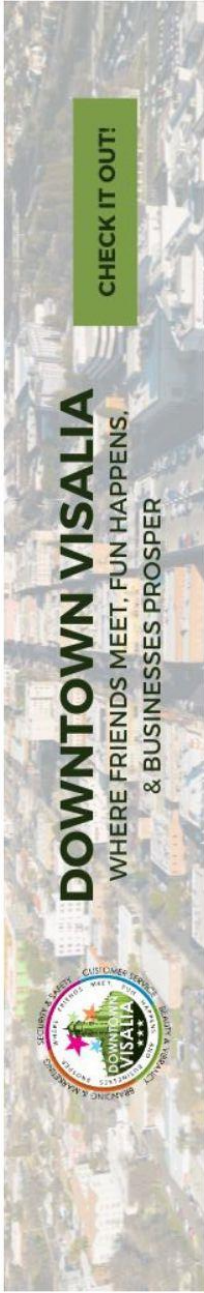
Jonathan Anderson
Component Coffee

Michael Paredes
Café India

Sherrie Bakke
Visit Visalia

Steven Torres
Visalia Convention Center

Taylor Rodriguez
Downtown Rookies

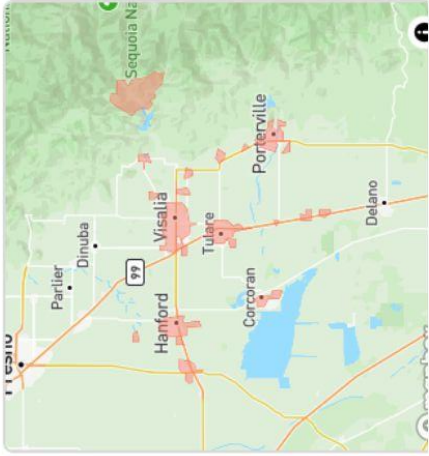


Snapshot

2/1 - 3/20

Impressions	Clicks	CTR	Conversions
150,941	194	0.13%	0

Geography



ZIP CODES

LOCATIONS

CSV

Location	Impressions	Clicks
Visalia, California	83,275	100
Hanford, California	32,010	42
Tulare, California	23,921	39
Exeter, California	4,413	6
Lindsay, California	2,759	3
Three Rivers, California	417	1
Pyley, California	357	1
Strathmore, California	333	0
Total	150,941	194

Top Performing Channels

CSV

Channel	Impressions
Yahoo	11,421
Daily Mail	8,769
USA Today	2,967
The Weather Channel	2,408
Tumblr	2,130

2024 Event Calendar

MARCH 16 ST PATRICK'S PARADE & MARKET

MARCH 26 BLOOD CENTER DRIVE

APRIL 13 CIGARS & BOURBON

APRIL 20 1852 SPRINGFEST

APRIL 25 WINE WALK

MAY BLOOD CENTER DRIVE

***JULY 18-29** SUMMERTIME FOOD CONTEST

OCTOBER 08 TASTE OF DOWNTOWN

OCTOBER 25 TRICK-OR-TREAT

NOVEMBER 02 HOMETOWN HEROES

HOLIDAY SEASON SECRET SANTA

HOLIDAY SEASON WINDOW DISPLAY CONTEST*

DECEMBER 02 CANDY CANE LANE PARADE

DECEMBER 12 WINTER WINEDERLAND WALK

DECEMBER 14 CHRISTMAS AT THE PLAZA