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

Executive Board

Duane Rodriguez
OnSite Security
President

Janeen Robbins
Janeen's Furniture
Vice President

Emily Van Deuren
Tucoemas Credit Union
Treasurer

Paula Falcone
House of JuJu
Secretary

Shelby Reyes
Apricot Lane Boutique
Member at Large

Cameron Bledsoe
Franeys Carpet

Jesse Lopez
XGT Fitness Visalia

Jonathan Anderson
Component Coffee Visalia

Josh Cavazos
Brown's Shoes

Michael Angulo
Visalia Marriot at the Convention Center

Michael Paredes
Café India

MJ Eastes
Art Visalia

Taylor Rodriguez
Downtown Rookies Sports Bar & Grill

Troy Benne
Sequoia Cigar

Downtown Visalians Staff
Valerie Felix
Executive Director

Gabrielle Jones
Assistant Executive Director

Downtown Visalians Board Meeting - Minutes

2026 Annual Meeting Tuesday, September 22nd – 8:00 AM

ImagineU Children's Museum – 210 N Tipton St, Visalia, CA 93292

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

Members in Attendance: Duane Rodriguez, Janeen Robbins, Emily Van Deuren, Paula Falcone, Shelby Reyes, Cameron Bledsoe, Jesse Lopez, Jonathan Anderson, Michael Angulo, Michael Paredes, MJ Eastes, Taylor Rodriguez, Troy Benne

Absent Members: Josh Cavazos

Attending Downtown Visalians Staff Members: Valerie Felix and Gabrielle Jones

City of Visalia Representatives: Leslie Caviglia, Lt. Mona Whaley, Sgt. Curtis Brown

Board of Directors:

1. **Call the DTV Annual Meeting to Order**: Duane R.

President Duane Rodriguez welcomed attendees to the meeting and appointed Matt Taylor as the newest member of the Downtown Visalians Board of Directors.

2. **New Board Member Appointments**: Paula F.

Members of the Downtown Visalians Board of Directors introduced themselves, their respective businesses, and shared how long they have been in Downtown Visalia.

3. **Public Comments and Appropriate Action**: *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. Directors cannot act on the item at this time and should withhold making any comments until it can be placed on a future agenda.*

Action Items:

1. **Approval of August 2026 Minutes** – Duane R.

Motion: Troy Benne Second: Jonathan Anderson

Action: Full Board Approval

2. **Approval of August 2026 Downtown Visalia Financial**

Motion: Paula Falcone Second: Troy Benne

Action: Full Board Approval

Discussion Items:

1. **About Downtown Visalians** -Shelby R.

Shelby Reyes provided a brief overview of Downtown Visalians and shared the organization's mission and vision statements.

2. **Year in Review**: Valerie F.

Valerie Felix reviewed notable achievements from the previous year, including Downtown Visalians' events, social media efforts, and website rebrand.

3. **Looking Ahead: 2027**

. **2027 Event Calendar** – Valerie F.

Valerie Felix shared an overview of upcoming Downtown Visalians events planned for 2027.

. **Merchant Workshops** – Paula F.

Paula Falcone introduced the new workshops that Downtown Visalians will be hosting in 2027.

. **Yiftee Gift Card Program** – Emily V.

Emily Van Deuren introduced the new Yiftee gift card program, which is available online and will be launched this holiday season.

- DTV Merchant Roundtable – Valerie F.

Valerie Felix introduced the new round table concept to the downtown membership. This opportunity will be available in 2027 and one of the first topics that will be addressed is safety in downtown.

- New Downtown Visalians Logo – Shelby R.

Shelby Reyes reported that the Downtown Visalians will be working on a new logo for the organization. The logos will go before the board of directors to be voted on.

Community Reports:

1. Arts Visalia – MJ Eastes

MJ Eastes gave a report on behalf of Arts Visalia and Merry Miller Glass gave a report on behalf of Arts Consortium.

2. Fox Theatre - Wilhelmina Santana

Wilhelmenia Santana gave a report on behalf of The Fox Theatre Visalia.

3. Visalia Convention Center – Steven Torres

Steven Torres gave a report on behalf of the Visalia Convention Center.

4. Visalia Police Department - Lt. Whaley & Sgt. Brown

Lt. Whaley & Sgt. Brown gave a report on behalf of the Visalia Police Department.

5. City of Visalia – Leslie Caviglia

Leslie Caviglia gave an economic update on behalf of the City of Visalia.

Information & Reports:

1. Ways to Get Involved with Downtown Visalians – Janeen R.

Good of the Order/ Board Direction – Duane R.

Note: The 'Good of the Order' portion of the meeting is reserved exclusively for Board Members.

Meeting Adjourned: 8:44 AM

Next meeting: Tuesday, October 27th, 8:00 AM – 220 N Santa Fe Ave. Visalia, CA 93291

Disclosure: Documents are available for review at the meeting and in our office located at 120 S Church St, Visalia, CA 93291. Copies may be requested by contacting our office at 559-732-7737.

In compliance with the American Disabilities Act, if you need special assistance to participate in meetings call (559) 732-7737 48-hours in advance.