



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

Downtown Visalians Board Minutes

Regular Scheduled Monthly Meeting Tuesday, April 28th – 8:00am

City Administration Conference Room - 220 N Santa Fe Ave. 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, Michael Parades, Sofia Iraheta, and Taylor Rodriguez.

Absent Board Members: Jonathan Anderson, Josh Cavazos, Marie Paredes, and Shane Moss

Board of Directors:

1. Call the DTV Board Meeting to Order: Duane Rodriguez
2. 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.*

Public comments were received by April Lancaster.

Action Items:

1. Approval of March 2026 meeting minutes – Duane R.
Motion: JR Second: PF Action: Approved Unanimous Vote
2. Approval of March 2026 Downtown Visalians Financials – Emily V.
Motion: SR Second: TR Action: Approved Unanimous Vote

Email Vote – This action item was previously distributed via email on May 13, 2026, and all members of the Board of Directors responded.

3. Approval of Proposed 2026 Budget for Annual City Council Presentation
Unanimous approval by the Downtown Visalians Board of Directors

Discussion Items:

1. Update on Executive Director position for Downtown Visalians – Duane R.
The Executive Director of Downtown Visalians has resigned from his position with the organization.
2. Administrative Strategic Planning for Operations and Staffing – Duane R.
The Executive Director position has been filled by Valerie Espinoza and the Assistant Executive position has been filled by Gabrielle Jones.
3. Audit Update: Reviewing potential companies to administer the audit – Duane R.
At this time, no forensic audit has been conducted, and the organization is in the process of securing a firm to perform one.
4. Review of Spring Event Series and Social Media – Gabrielle J.
Spring event series was reviewed, including Dessert Walk, Spring Market, Spring Wine Walk, and Cigar & Bourbon. Attendance, event purpose, and financial outcomes were discussed. An overview of upcoming events for the second half of the year was provided,

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

Board Members

Cameron Bledsoe
Franey's Carpet One

Jonathan Anderson
Component Coffee

Josh Cavazos
Brown's Shoe Fit

Marie Parades
Crazy Boba & Organic Tea

Michael Parades
Café India

Shane Moss
Mulligans

Sofia Iraheta
Jimmy Johns

Taylor Rodriguez
Downtown Rookies

including Taste of Downtown, Trick or Treat, Hometown Heroes, Candy Cane Lane Parade, Christmas at the Plaza, Winter Wonderland, and an additional event to be announced. Growth in social media followers and engagement for Downtown Visalians was also noted.

Community Reports:

1. Convention Center – Steven T.
2. Economic Update – Leslie C.

Good of the Order/ Direction – Duane R.

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

Duane Rodriguez reminded and invited the full board to the upcoming City Council presentation on May 18th

Meeting Adjourned: 8:45 AM

Next meeting: Tuesday, May 26th, 8:00 AM

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.

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