



**VISIT BAKERSFIELD
AGENDA**

August 18, 2021
Telephonic Conference Call
8:00 a.m.

I. CALL TO ORDER

II. ROLL CALL

SPECIAL NOTICE

**Public Participation and Accessibility
August 18, 2021 Visit Bakersfield Board Meeting**

On March 18, 2020, Governor Gavin Newsom issued Executive Order N29-20, which includes a waiver of Brown Act provisions requiring physical presence of the Visit Bakersfield Board or the public in light of the COVID-19 pandemic.

Based on guidance from the California Governor's Office and Department of Public Health, as well as the County Health Officer, in order to minimize the potential spread of the COVID-19 virus, the City of Bakersfield hereby provides notice that as a result of the declared federal, state, and local health emergencies, and in light of the Governor's order, the following adjustments have been made:

1. The meeting scheduled for August 18, 2021, at 8:00 a.m. will not be open to the public.
2. Consistent with the Executive Order, Visit Bakersfield Board members may elect to attend the meeting telephonically and to participate in the meeting to the same extent as if they were physically present.
3. The public may participate in the August 18, 2021 meeting and address the Board as follows:
 - If you wish to comment on a specific agenda item, submit your comment via email to the City Clerk at City_Clerk@bakersfieldcity.us no later than 3:00 p.m. on Tuesday, August 17, 2021. Please clearly indicate which agenda item number your comment pertains to. Comments are limited to 3 minutes. If your comment meets the foregoing criteria, it will be read into the record during the meeting.
 - If you wish to make a general public comment not related to a specific agenda item, submit your comment via email to the City Clerk at City_Clerk@bakersfieldcity.us no later than 3:00 p.m. on Tuesday, August 17, 2021. Comments are limited to 3 minutes. If your comment meets the foregoing criteria, it will be read into the record during the meeting.

III. PUBLIC STATEMENTS

- A. Correspondence received

IV. MINUTES

A. Approval of Minutes of the July 21, 2021 meeting

V. TREASURER'S REPORT

A. Approval of Treasurer's Report of August 18, 2021

VI. STAFF REPORT

A. Manager's Report

VII. OLD BUSINESS

A. None

VIII. NEW BUSINESS

A. Approval of an agreement with Second Sight Design for social media content production and management services in the amount of \$59,900.

IX. BOARD STATEMENTS

X. CLOSED SESSION

A. None

XI. ADJOURNMENT

Respectfully submitted,

Christian Clegg
City Manager
City of Bakersfield

**Visit Bakersfield
Minutes
Meeting of July 21, 2021**

Visit Bakersfield, 515 Truxtun Avenue
Regular Meeting - 8:00 AM

I. Call to order

Visit Bakersfield Board of Directors regular meeting was called to order by Kenneth Sigfried via Zoom.com on this 21st day of July at 8:00 a.m.

II. Roll call

Andrea Marroquin, Visit Bakersfield, conducted roll call.

Directors Present:

Tamara Baker	Ed Dorsey	Randy McKeegan
Denise Taylor-Connor	Ryan Uhles	Amy Smith
Beth Brookhart-Pandol	Kenneth "Ziggy" Siegfried	Matt Spindler

Directors Absent:

Debora Hill
Jessica Ramirez
Chris Huot

Others Present:

David Lyman, Visit Bakersfield
Andrea Marroquin, Visit Bakersfield
Joe Simpson, Visit Bakersfield
Evangalina Medina, Visit Bakersfield
Matt Billingsley, Visit Bakersfield
Joshua Rudnick, City Attorney's Office
Paul Saldaña, Economic & Community Development

III. Public Statements

None

IV. Minutes

A. Approval of April 21, 2021 Minutes

Motion by Tamara Baker, seconded by Denise Taylor-Connor. All in favor. Motion approved.

V. Treasurer's Report

A. Approval of Treasurer's Report of July 21, 2021

Treasurer's Report presented by Randy McKeegan.

Motion by Ryan Uhles, seconded by Beth Brookhart-Pandol. All in favor. Motion approved.

VI. Staff Report

- Matt Billingsley discussed sales update, then provided additional updates.
- Evangelina Medina gave updates on current and upcoming projects.
- Joe Simpson gave an update on marketing efforts.
- Andrea Marroquin provided an update on the Visit Bakersfield online store and visitor requests.
- David Lyman gave an update on STR data

VII. Old Business

None

VIII. New Business

A. Appointment of Nominating Committee.

Motion by Beth Brookhart-Pandol, seconded by Ryan Uhles to approve recommendation by Kenneth Siegfried to appoint Denise Taylor-Connor, Jessica Ramirez, and Matt Spindler. All in favor. Motion approved.

IX. Board Statements

- Tamara Baker gave update on new job with IFG.
- Paul Saldaña gave a brief update on himself and his plans for the New Economic and Community Development Department.
- Matt Spindler offered a behind the scenes tour of the Fox for board members.

X. Closed Session

None

XI. Adjournment

Chair adjourned the meeting at 8:37 a.m.

EXPENDITURE REPORT
 BY FUND
 2021-22

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2021-22 ADJUSTED BUDGET	2021-22 YEAR TO DATE ACTUAL	2021-22 CURRENT ENCUMBRANCES	2021-22 UNENCUMBERED APPROPRIATIONS
TRANSIENT OCCUPANCY TAXES					
191-6590-675.10-01	REGULAR PAY	374,073	17,185.05	.00	356,887.95
191-6590-675.10-14	SPECIALITY PAY	1,825	84.00	.00	1,741.00
191-6590-675.10-15	AUTO ALLOWANCE	2,039	93.85	.00	1,945.15
191-6590-675.10-31	LIFE INSURANCE	401	18.47	.00	382.53
191-6590-675.10-33	MEDICARE INSURANCE	3,483	159.84	.00	3,323.16
191-6590-675.10-35	MEDICAL INSURANCE-ACTIVE	51,446	2,367.92	.00	49,078.08
191-6590-675.10-38	WORKERS COMP INS ALLOC	5,064	.00	.00	5,064.00
191-6590-675.10-44	PERS - MISCELLANEOUS	133,327	75,184.35	.00	58,142.65
191-6590-675.10-48	CITY 1% MATCH - RHS PLAN	1,386	54.68	.00	1,331.32
191-6590-675.30-39	OTHER PROFESSIONAL	140,100	200.00	12,100.00	127,800.00
191-6590-675.40-23	INTERNAL COMM EQUIP	29	.00	.00	29.00
191-6590-675.40-24	INTERNAL TELEPHONE EQUIP	3,565	.00	.00	3,565.00
191-6590-675.40-26	INTERNAL COMPUTER EQUIP	11,938	.00	.00	11,938.00
191-6590-675.50-11	LIABILITY INS ALLOCATION	3,124	.00	.00	3,124.00
191-6590-675.50-12	PROPERTY INS ALLOCATION	591	.00	.00	591.00
191-6590-675.50-33	TELEPHONE-CELL PHONE CHGS	1,800	.00	.00	1,800.00
191-6590-675.50-41	ADVERTISING	38,000	2,285.02	6,000.00	29,714.98
191-6590-675.50-51	PRINTING AND BINDING	23,200	.00	.00	23,200.00
191-6590-675.50-53	INTERNAL GARBAGE	553	.00	.00	553.00
191-6590-675.50-54	INTERNAL SEWER	323	.00	.00	323.00
191-6590-675.50-61	REIMBURSABLE EXPENSE	1,500	.00	.00	1,500.00
191-6590-675.50-62	ENTERTAINING GUESTS	3,000	.00	.00	3,000.00
191-6590-675.50-64	TRAVEL (OPERATIONAL)	65,500	26,867.62	.00	38,632.38
191-6590-675.50-65	DUES & SUBSCRIPTIONS	8,751	.00	.00	8,751.00
191-6590-675.50-91	OTHER OUTSIDE SERVICES	11,910	576.75	.00	11,333.25
191-6590-675.60-21	WATER	2,500	.00	.00	2,500.00
191-6590-675.60-22	NATURAL GAS	750	.00	.00	750.00
191-6590-675.60-23	ELECTRICITY	2,000	.00	.00	2,000.00
191-6590-675.60-31	OFFICE SUPPLIES	3,086	154.02	.00	2,931.98
191-6590-675.60-51	OTHER MATERIALS/SUPPLIES	0	198.00	.00	198.00-
191-6590-675.70-12	CONTRIBUTIONS	197,000	1,500.00	.00	195,500.00
* VISIT BAKERSFIELD		1,092,264	126,929.57	18,100.00	947,234.43
** CONVENTION VISITOR BUREAU		1,092,264	126,929.57	18,100.00	947,234.43
*** ECONOMIC/COMMUNITY DEVEL		1,092,264	126,929.57	18,100.00	947,234.43
**** TRANSIENT OCCUPANCY TAXES		1,092,264	126,929.57	18,100.00	947,234.43
		1,092,264	126,929.57	18,100.00	947,234.43

City of Bakersfield Check Register - CVB REPORT

Payment Number	Vendor Number	Vendor Name	Payment Date	Check Total
21819	7685	STINSON STATIONERS	Jul 15, 2021	\$16.96
21921	7685	STINSON STATIONERS	Jul 29, 2021	\$51.52
726158	23444	BILLINGSLEY, MATTHEW	Jul 15, 2021	\$6,277.62
726243	30247	US TRAVEL ASSOCIATION	Jul 15, 2021	\$5,305.00
726246	26060	VANGUARD CLEANING SYSTEMS INC	Jul 15, 2021	\$576.75
726274	6114	PACIFIC GAS & ELECTRIC COMPANY	Jul 15, 2021	\$35.28
726397	28707	WEST SIDE BULLETS	Jul 16, 2021	\$1,500.00
726467	28725	ELITE SIGNS AND PROMOTIONS	Jul 22, 2021	\$2,282.29
726468	31089	EMBROIDERY PLUS LLC	Jul 22, 2021	\$198.00
726558	30686	SPORTS EVENT & TOURISM ASSOCIATION	Jul 22, 2021	\$2,390.00
726568	27973	TEMPEST INTERACTIVE MEDIA LLC	Jul 22, 2021	\$200.00
726651	14647	WAXIE SANITARY SUPPLY INC	Jul 23, 2021	\$85.54
726711	28942	CONNECT	Jul 29, 2021	\$7,900.00
726795	29443	NORTHSTAR TRAVEL MEDIA LLC	Jul 29, 2021	\$4,995.00
726949	10623	CALIFORNIA DEPARTMENT OF TAX AND	Jul 30, 2021	\$2.73
726985	23444	BILLINGSLEY, MATTHEW	Aug 5, 2021	\$100.00
727078	14119	METRO RECORD STORAGE INC	Aug 5, 2021	\$26.00
727101	32279	POWER PLAY MARKETING	Aug 5, 2021	\$3,500.00
727162	1696	CALIFORNIA WATER SERVICE	Aug 5, 2021	\$352.06
9995975	10206	STATE OF CALIF - PERS	Jul 22, 2021	\$72,640.38
20 Overall - Count				
Overall - Total				\$108,435.13
Aug 10, 2021		1		10:41:42 AM

ADMINISTRATIVE REPORT

Meeting Date: August 18, 2021
Agenda Item: VIII.A.
To: Board of Directors
From: David Lyman, Manager
Subject: Approval of an agreement with Second Sight Design for social media content production and management services in the amount of \$59,900.

Recommendation:

Approve agreement with Second Sight Design for social media content production and management services in the amount of \$59,900.

Background:

Prior to August 2000, Visit Bakersfield's social media management had been handled in-house. After a significant increase in Visit Bakersfield's budget two years ago, one of the tasks targeted for this additional funding was the hiring a professional social media firm to free up Visit Bakersfield staff to concentrate on other projects. Last year, a Request for Proposals (RFP) for outside professional social media services was issued. One proposal, from On the Horizon Communications, was received. That firm was hired for a one-year contract at a monthly rate of \$2,000 (\$24,000 annually).

As the end of that one-year term approached, Visit Bakersfield issued an RFP for social media content production and management services on May 4, 2021. Six proposals were received.

After a thorough review of these proposals, several of which were from very capable firms, Visit Bakersfield staff recommends accepting the proposal from Second Sight Design. The services provided, which total \$59,900, will be as follows:

- \$2,500/month for basic social media management services,
- \$7,000 for two stylized photo shoots,
- \$10,000 for a video,
- \$750/month for outreach,
- \$1,500 for development of creative assets, and
- \$200/month for promoted content and social advertising.

Visit Bakersfield staff were impressed with Second Sight Design's success with other travel-related clients and its proposed approach for Bakersfield. Second Sight Design's proposed work products also have the potential to be used on other Visit Bakersfield platforms – such as our web page, in-lobby monitors and KGOV – in addition to social media.

Funding for this agreement would be paid from Visit Bakersfield's operating budget which is funded solely from Transient Occupancy Tax (TOT) revenues. No General Fund revenues are used for Visit Bakersfield's operations. There are sufficient funds in the operating budget for the cost of this agreement. Because the amount of this agreement exceeds \$40,000, it requires approval from the Bakersfield City Council.

Approval of an agreement with Second Sight Design for social media content production and management services in the amount of \$59,900.

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Staff recognized that Visit Bakersfield's social media presence has not historically reflected what would be expected from California's ninth largest city. Second Sight Design's proposal and past work with other clients offer the potential to change that and justifies the additional costs compared with the current vendor.

*The following provided
for information only;
no action required.*

Visit Bakersfield Board Meeting Attendance FY 2021 - 2022

Members	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Baker, Tamara	•											
Connor, Denise	•											
Dorsey, Ed	•											
Hill, Debora												
Huot, Chris												
McKeegan, Randy	•											
Pandol, Beth Brookhart	•											
Ramirez, Jessica												
Siegfried, Kenneth "Ziggy"	•											
Smith, Amy	•											
Spindler, Matthew	•											
Uhles, Ryan	•											

• = Attendance
No Meeting
Absent