



**VISIT BAKERSFIELD
AGENDA**

May 20, 2020

Telephonic Conference Call
8:00 a.m.

I. CALL TO ORDER

II. ROLL CALL

SPECIAL NOTICE

**Public Participation and Accessibility
May 20, 2020 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 May 20, 2020, 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 May 20, 2020 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, May 19, 2020. 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, May 19, 2020. 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 April 15, 2020 meeting

V. TREASURER'S REPORT

A. Approval of Treasurer's Report of May 20, 2020

VI. STAFF REPORT

A. Manager's Report

VII. OLD BUSINESS

A. None

VIII. NEW BUSINESS

A. Nominating Committee Report

IX. BOARD STATEMENTS

X. CLOSED SESSION

A. None

XI. ADJOURNMENT

Respectfully submitted,



Christian Clegg
City Manager
City of Bakersfield

***Visit Bakersfield
Minutes
Meeting of April 15, 2020***

Visit Bakersfield, 515 Truxtun Ave.
Regular Meeting
8:00 AM

I. Call to order

Visit Bakersfield Board of Directors convened via Zoom.com on this 15th day of April 2020 at 8:00 a.m.

II. Roll call

Jenny Hlaudy conducted roll call.

Directors Present:

Tamara Baker	Jenny Hlaudy	
Steve Hughes	Ryan Uhles	Lori Labare*
Jessica Ramirez	Kenneth “Ziggy” Siegfried	Denise Taylor-Connor
Chris Huot	Beth Brookhart-Pandol	Kim Huckaby

*Late

Directors Absent:

Ed Dorsey
Randy McKeegan

Others Present:

David Lyman, Visit Bakersfield
Andrea Marroquin, Visit Bakersfield
Joe Simpson, Visit Bakersfield
Evangelina Medina, Visit Bakersfield
Matt Billingsley, Visit Bakersfield
Christina Oleson, City Attorney’s Office

III. Public Statements

None.

IV. Minutes

A. Approval of January 15, 2020 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 April 15, 2020

David Lyman provided the Treasurer's Report in Randy McKeegan's absence.

Motion by Kim Huckaby, seconded by Steve Hughes. All in favor. Motion approved.

VI. Staff Report

A. Manager's Report. David Lyman provided the following updates:

- David Lyman discussed the STR data.
- Matt Billingsley provided an update on various groups and events.
- Mr. Lyman continued his report, discussing the February meeting of the California Public Utilities Commission in Bakersfield and the tour he organized of the Padre Hotel and Bitwise Industries.
- Last week the Bakersfield City Council approved a plan to offer economic relief to local businesses. One of the measures deferred the payment of Transient Occupancy Tax and a waiver of late penalty fees.
- We have installed our new logo on our building and also on the sign in the "S" Street median leading to the Amtrak station. These are the latest efforts to use our new branding wherever we can.
- We have new note cards, notepads, post-it notes and floor mats in our lobby, and new polo shirts for board members.
- We also are moving forward on our new electronic sign in front of our building. The City Council approved the agreement with Vital Signs recently.
- We finalized our new lure brochure and have printed 150,000 copies. These will be distributed around the nearby national parks as well as throughout Las Vegas. Major funding for the lure brochure came from the Kern County Tourism Promotion Grant Program.
- Another brochure that features Bakersfield is nearing completion. The Southern Trails auto tours brochure inks various historic trails in Missouri, Arkansas, Kansas, Oklahoma and Texas to Colorado, New Mexico, Arizona, Utah, Nevada and California. Back in the trail days, Bakersfield was a stop on the Butterfield Overland Trail. Because of our central location and so many travelers passing through Bakersfield on their way to other places, it was an easy decision to be a part of this project, providing another reason for travelers to stop in our city, not simply to pass through. Bakersfield is one of only four California communities featured. The others are Fresno/Clovis, Santa Cruz County and Sonoma Valley.
- Our coloring contest is a hit. The contest is just not a way to address the boredom of isolation. It also is a way to promote some local businesses and encourage people to visit them when it is safe to do so. Each week we award a significant prize valued at least \$150 and those prizes are coming out of our budget.
- We have been sharing video tours on Facebook from several of our local travel partners, primarily local museums. Again, we want to keep their profiles high and encourage people to visit them when it is safe to do so.
- Recently, the Bakersfield City Council approved an agreement with Diablo Custom Publishing to produce our new Arrival Guide. But then the lock down hit and we hit the "pause" button. We cannot move forward much until we get a handle on the number of advertisers and many of them are temporarily closed.

- One of those potential sponsors that is temporarily closed is the Padre Hotel. According to a sign on its doors, it is closed through the end of April.
- And although our office is temporarily closed, our staff continues working and responding to inquiries
- Another marketing opportunity on hold at the moment is an article in Food Chain Magazine.

VII. Old Business

None

VIII. New Business

- A. Approve FY 2020-21 budget and present it to City Council for approval and adoption.

Motion by Steve Hughes, seconded by Denise Taylor-Connor. All in favor. Motion approved.

IX. Board Statements

Chris Huot gave the board a brief update on current City operations.

X. Closed Session

None

XI. Adjournment

Chair adjourned the meeting at 8:49 a.m.

EXPENDITURE REPORT
 BY FUND
 2019-20

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2019-20 ADJUSTED BUDGET	2019-20 YEAR TO DATE ACTUAL	2019-20 CURRENT ENCUMBRANCES	2019-20 UNENCUMBERED APPROPRIATIONS
TRANSIENT OCCUPANCY TAXES					
191-1611-675.10-01	REGULAR PAY	333,072	257,992.46	.00	75,079.54
191-1611-675.10-03	OVERTIME PAY	0	383.24	.00	383.24-
191-1611-675.10-14	SPECIALITY PAY	915	1,137.50	.00	222.50-
191-1611-675.10-15	AUTO ALLOWANCE	2,027	1,681.51	.00	345.49
191-1611-675.10-31	LIFE INSURANCE	402	308.83	.00	93.17
191-1611-675.10-33	MEDICARE INSURANCE	3,100	2,256.34	.00	843.66
191-1611-675.10-35	MEDICAL INSURANCE-ACTIVE	51,039	37,239.12	.00	13,799.88
191-1611-675.10-38	WORKERS COMP INS ALLOC	9,298	7,748.30	.00	1,549.70
191-1611-675.10-44	PERS - MISCELLANEOUS	120,759	103,394.55	.00	17,364.45
191-1611-675.10-48	CITY 1% MATCH - RHS PLAN	652	549.04	.00	102.96
191-1611-675.30-39	OTHER PROFESSIONAL	150,400	4,249.32	50,954.75	95,195.93
191-1611-675.40-23	INTERNAL COMM EQUIP	29	24.16	.00	4.84
191-1611-675.40-24	INTERNAL TELEPHONE EQUIP	3,257	2,714.16	.00	542.84
191-1611-675.40-26	INTERNAL COMPUTER EQUIP	6,687	5,572.50	.00	1,114.50
191-1611-675.50-11	LIABILITY INS ALLOCATION	2,560	2,133.30	.00	426.70
191-1611-675.50-12	PROPERTY INS ALLOCATION	218	181.70	.00	36.30
191-1611-675.50-33	TELEPHONE-CELL PHONE CHGS	1,200	840.86	.00	359.14
191-1611-675.50-41	ADVERTISING	67,253	43,645.00	15,250.00	8,358.00
191-1611-675.50-51	PRINTING AND BINDING	41,260	30,028.97	.00	11,231.03
191-1611-675.50-53	INTERNAL GARBAGE	511	384.00	.00	127.00
191-1611-675.50-54	INTERNAL SEWER	323	243.00	.00	80.00
191-1611-675.50-61	REIMBURSABLE EXPENSE	1,500	202.07	.00	1,297.93
191-1611-675.50-62	ENTERTAINING GUESTS	1,500	404.56	.00	1,095.44
191-1611-675.50-64	TRAVEL (OPERATIONAL)	55,500	27,561.66	.00	27,938.34
191-1611-675.50-65	DUES & SUBSCRIPTIONS	7,751	5,968.88	.00	1,782.12
191-1611-675.50-91	OTHER OUTSIDE SERVICES	7,981	23,844.94	8,447.20	24,311.14-
191-1611-675.60-21	WATER	2,500	2,395.60	.00	104.40
191-1611-675.60-22	NATURAL GAS	750	732.90	.00	17.10
191-1611-675.60-23	ELECTRICITY	14,312	969.06	.00	13,342.94
191-1611-675.60-31	OFFICE SUPPLIES	1,578	2,483.87	140.56	1,046.43-
191-1611-675.60-61	FURNITURE & EQUIP (MINOR)	720	2,125.09	487.77	1,892.86-
191-1611-675.70-12	CONTRIBUTIONS	270,695	159,000.00	7,500.00	104,195.00
191-1611-675.80-62	COMPUTR HARDWARE/SOFTWARE	3,000	2,095.37	.00	904.63
191-1611-675.80-68	OTHER EQUIPMENT	15,170	4,992.87	.00	10,177.13
* VISIT BAKERSFIELD		1,177,919	735,484.73	82,780.28	359,653.99
** VISIT BAKERSFIELD ADMIN		1,177,919	735,484.73	82,780.28	359,653.99
*** VISIT BAKERSFIELD		1,177,919	735,484.73	82,780.28	359,653.99
**** TRANSIENT OCCUPANCY TAXES		1,177,919	735,484.73	82,780.28	359,653.99
		1,177,919	735,484.73	82,780.28	359,653.99

City of Bakersfield Check Register - CVB REPORT

Payment Number	Vendor Number	Vendor Name	Payment Date	Check Total
705167	29066	DEPRIGO INC	Apr 3, 2020	\$768.58
705347	1696	CALIFORNIA WATER SERVICE	Apr 3, 2020	\$222.85
705440	2163	CONSOLIDATED PLASTICS CO INC	Apr 10, 2020	\$706.09
705534	7374	SIERRA PRINTERS INC	Apr 10, 2020	\$16,934.65
705555	21781	WALL STREET IMPRINTABLES INC	Apr 10, 2020	\$490.70
705791	27973	TEMPEST INTERACTIVE MEDIA LLC	Apr 17, 2020	\$200.00
705804	26060	VANGUARD CLEANING SYSTEMS INC	Apr 17, 2020	\$466.75
705939	2901	FEDEX	Apr 24, 2020	\$12.24
706168	6114	PACIFIC GAS & ELECTRIC COMPANY	Apr 24, 2020	\$108.86
9 Overall - Count				
Overall - Total				\$19,910.72

May 7, 2020

1

1:27:59 PM

ADMINISTRATIVE REPORT

Meeting Date: May 20, 2020
Agenda Item: VIII.A.
To: Board of Directors
From: Nominating Committee
Lori LaBare
Beth Brookhart Pandol
Ryan Uhles
David Lyman (ex-officio)
Subject: Nominating Committee Report

Recommendation:

1. Re-elect Denise Taylor-Connor, Steve Hughes, Kenneth “Ziggy” Siegfried, Beth Brookhart Pandol and Tamara Baker to a two-year term beginning July 1, 2020.
2. Elect Debora Hill to a two-year term beginning July 1, 2020.
3. Elect Jenny Hlaudy as Chair and Steve Hughes as Vice-Chair for a one-year term beginning July 1, 2020.

Background:

There are six open positions on the board of directors beginning July 1, 2020. Agreement No. 16-251 between the City of Bakersfield and the Greater Bakersfield Convention and Visitors Bureau requires that four members of the board of directors be from the Hotel/Motel Industry. The current Hotel/Motel Industry representatives are Jenny Hlaudy, Lori LaBare, Jessica Ramirez and Denise Taylor-Connor. The CVB Bylaws state that directors shall not serve for more than three consecutive two-year terms.

The six directors whose terms expire on June 30 are **Lori LaBare, Denise Taylor-Connor, Steve Hughes, Kenneth “Ziggy” Siegfried, Beth Brookhart Pandol and Tamara Baker**. One of those directors, **Lori LaBare**, has reached the three-term limit and will be leaving the board June 30.

The Nominating Committee recommends **Denise Taylor-Connor, Steve Hughes, Kenneth “Ziggy” Siegfried, Beth Brookhart Pandol and Tamara Baker** to be re-elected to serve a two-year term beginning July 1, 2020.

The Nominating Committee recommends the following individual be elected to serve a two-year term beginning July 1, 2020:

Debora Hill, DoubleTree by Hilton

The Bylaws of the Greater Bakersfield Convention and Visitors Bureau define the Executive Committee as Chair, Vice-Chair, Treasurer, and Immediate Past Chair. Executive Committee members serve a one-year term of office and cannot serve more than two consecutive terms in the same office, except for permanent members. The Nominating Committee recommends the following individuals be elected for a one-year term to serve as officers:

- **Jenny Hlaudy** as Chair,
- **Steve Hughes** as Vice-Chair, and
- **Randy McKeegan** as Treasurer

There is no Immediate Past Chair.

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

Visit Bakersfield Board Meeting Attendance FY 2019-2020

Members	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Baker, Tamara				•			•			•		
Dorsey, Ed	•											
Hlaudy, Jenny	•			•			•			•		
Hughes, Steve	•			•			•			•		
Huot, Chris	•						•			•		
Labare, Lori	•			•			•			•		
McKeegan, Randy	•						•					
Pandol, Beth Brookhart				•						•		
Ramirez, Jessica	•			•			•			•		
Schaefer, Kim				•			•			•		
Stegfried, Kenneth "Ziggy"	•			•			•			•		
Connor, Denise	•			•			•			•		
Uhles, Ryan	•			•			•			•		

• = Attendance
No Meeting
Absent