




**VISIT BAKERSFIELD
AGENDA**

Meeting of March 15, 2023
515 Truxtun Ave
8:00 a.m.

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. PUBLIC STATEMENTS**
 - A. Agenda Item Public Statements.
 - B. Non-Agenda Item Public Statements.
- IV. MINUTES**
 - A. Approval of Minutes of the November 16, 2022 meeting.
- V. TREASURER'S REPORT**
 - A. Approval of Treasurer's Report of March 15, 2023.
- VI. STAFF REPORT**
 - A. Manager's Report.
- VII. OLD BUSINESS**
 - A. None.
- VIII. NEW BUSINESS**
 - A. Approval of amendment to Agreement No. 2022-164 with Arthur and Hansen, LLC for rights to digital assets.
- IX. BOARD STATEMENTS**
- X. CLOSED SESSION**
 - A. None.
- XI. ADJOURNMENT**

Respectfully submitted,


Christian Clegg
City Manager
City of Bakersfield

**Visit Bakersfield
Minutes
Meeting of November 16, 2022**

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 Ryan Uhles on this 16th day of November at 8:02 a.m.

II. Roll call

Andrea Marroquin, Visit Bakersfield, conducted roll call.

Directors Present:

Randy McKeegan	Ryan Uhles	Beth Brookhart-Pandol
Scott Andrews	Jessica Ramirez	Jason Maples
Debra Derr	Amy Smith	
Lynett Orrick	Tamara Baker	

Directors Absent:

Ed Dorsey, Jennifer Overstreet, and Matt Spindler

Others Present:

Andrea Marroquin, Visit Bakersfield
David Lyman, Visit Bakersfield
Elizabeth Villanueva, City Attorney's Office
Joshua Rudnick, City Attorney's Office

III. Public Statements

- None

IV. Minutes

- A. Approval of September 21, 2022 minutes.

***Motion by Tamara Baker, seconded by Scott Andrews. All in favor.
Motion approved.***

V. Treasurer's Report

- A. Approval of Treasurer's Report of November 16, 2022.

Motion by Beth Brookhart-Pandol, seconded by Amy Smith. All in favor. Motion approved.

VI. Staff Report

- David Lyman gave STR and hotel data updates, Andrea Marroquin gave updates on department projects, and visitor information. Scott Andrews mentioned that department changes will move Visit Bakersfield back to reporting to the City Manager's Office effective immediately.

VII. Old Business

- None

VIII. New Business

- A. Approval of 2023 Board Meeting Calendar.

***Motion by Amy Smith, seconded by Jessica Ramirez. All in favor.
Motion approved.***

- B. History of Greater Bakersfield CVB. David Lyman provided a detailed history of the organization from 1985 through today.

No Motion Needed.

IX. Board Statements

- Scott Andrews gave a brief statement regarding joining the Board.
- Amy Smith gave information regarding a new position at the Bakersfield Museum of Art.
- David Lyman shared some remembrances of his time working at the City of Bakersfield and thanked each staff member for their contributions to the success of Visit Bakersfield.

X. Closed Session

- None

XI. Adjournment

Chair adjourned the meeting at 9:00 a.m.

City of Bakersfield Check Register - CVB REPORT

Payment Number	Vendor Number	Vendor Name	Payment Date	Check Total
24982	15868	TEL TEC SECURITY SYSTEM INC	Nov 17, 2022	\$45.00
25068	7685	STINSON STATIONERS	Dec 8, 2022	\$494.03
25137	15868	TEL TEC SECURITY SYSTEM INC	Dec 22, 2022	\$180.00
748810	33014	ARTHUR AND HANSEN LLC	Nov 10, 2022	\$5,000.00
748820	33043	BAKERSFIELD STARZ BASEBALL	Nov 10, 2022	\$3,000.00
748828	23444	BILLINGSLEY, MATTHEW	Nov 10, 2022	\$1,826.74
748865	31089	EMBROIDERY PLUS LLC	Nov 10, 2022	\$958.02
748923	30689	MEDINA, EVANGELINA	Nov 10, 2022	\$1,770.58
748927	24333	METRO BMX	Nov 10, 2022	\$5,000.00
749002	26060	VANGUARD CLEANING SYSTEMS INC	Nov 10, 2022	\$576.75
749122	23444	BILLINGSLEY, MATTHEW	Nov 17, 2022	\$773.10
749158	32962	DATAFY LLC	Nov 17, 2022	\$14,375.00
749235	30689	MEDINA, EVANGELINA	Nov 17, 2022	\$735.50
749568	14694	MESA MARIN RACEWAY	Nov 23, 2022	\$7,500.00
749716	6114	PACIFIC GAS & ELECTRIC COMPANY	Nov 23, 2022	\$97.89
749759	23444	BILLINGSLEY, MATTHEW	Dec 1, 2022	\$310.00
749844	30689	MEDINA, EVANGELINA	Dec 1, 2022	\$1,109.28
749909	28707	WEST SIDE BULLETS	Dec 1, 2022	\$1,500.00
749995	33014	ARTHUR AND HANSEN LLC	Dec 8, 2022	\$5,000.00
750052	32962	DATAFY LLC	Dec 8, 2022	\$2,250.00
750057	29313	DELL OUTLET	Dec 8, 2022	\$52.60
750148	30689	MEDINA, EVANGELINA	Dec 8, 2022	\$179.00
750162	32606	OUTSIDE INTERACTIVE INC	Dec 8, 2022	\$3,195.00
750220	26060	VANGUARD CLEANING SYSTEMS INC	Dec 8, 2022	\$576.75
750277	33136	PREMIUM PLASTICS OF BAKERSFIELD	Dec 8, 2022	\$493.35
750295	20601	VERIZON WIRELESS	Dec 8, 2022	\$125.87
750328	33043	BAKERSFIELD STARZ BASEBALL	Dec 15, 2022	\$1,050.00
750335	23444	BILLINGSLEY, MATTHEW	Dec 15, 2022	\$1,217.91
750346	33142	CALIFORNIA OUTDOOR HOSPITALITY	Dec 15, 2022	\$2,849.00
750464	23214	ORKIN PEST CONTROL INC	Dec 15, 2022	\$75.00
750591	6114	PACIFIC GAS & ELECTRIC COMPANY	Dec 15, 2022	\$286.29
750686	32962	DATAFY LLC	Dec 22, 2022	\$2,250.00
750700	31089	EMBROIDERY PLUS LLC	Dec 22, 2022	\$500.90
750827	27153	PREMIER TRAVEL MEDIA	Dec 22, 2022	\$3,595.00
750897	30247	US TRAVEL ASSOCIATION	Dec 22, 2022	\$1,550.00
751028	32133	BANDWANGO	Dec 29, 2022	\$395.56
751128	30689	MEDINA, EVANGELINA	Dec 29, 2022	\$1,669.41
751138	33177	NTA	Dec 29, 2022	\$800.00
751545	33014	ARTHUR AND HANSEN LLC	Jan 12, 2023	\$5,000.00
751580	32962	DATAFY LLC	Jan 12, 2023	\$9,875.00
751722	8655	VITAL SIGNS	Jan 12, 2023	\$500.00
751743	1696	CALIFORNIA WATER SERVICE	Jan 12, 2023	\$345.17
751778	20601	VERIZON WIRELESS	Jan 12, 2023	\$118.84
751809	23444	BILLINGSLEY, MATTHEW	Jan 19, 2023	\$113.00
751844	31089	EMBROIDERY PLUS LLC	Jan 19, 2023	\$184.03
751913	30689	MEDINA, EVANGELINA	Jan 19, 2023	\$882.60
752140	32962	DATAFY LLC	Jan 26, 2023	\$2,250.00
752251	30689	MEDINA, EVANGELINA	Jan 26, 2023	\$58.43
752360	26060	VANGUARD CLEANING SYSTEMS INC	Jan 26, 2023	\$576.75
752368	28707	WEST SIDE BULLETS	Jan 26, 2023	\$1,500.00

752446	6114	PACIFIC GAS & ELECTRIC COMPANY	Jan 26, 2023	\$530.73
752478	33033	APA MEDIA LLC	Feb 2, 2023	\$4,750.00
752767	33014	ARTHUR AND HANSEN LLC	Feb 9, 2023	\$5,000.00
752803	32962	DATAFY LLC	Feb 9, 2023	\$2,250.00
752867	30062	MEREDITH OPERATIONS CORPORATION	Feb 9, 2023	\$3,785.00
752882	32606	OUTSIDE INTERACTIVE INC	Feb 9, 2023	\$1,000.00
752937	1696	CALIFORNIA WATER SERVICE	Feb 9, 2023	\$127.01
752986	23444	BILLINGSLEY, MATTHEW	Feb 10, 2023	\$1,070.80
753022	30689	MEDINA, EVANGELINA	Feb 10, 2023	\$148.00
753133	23444	BILLINGSLEY, MATTHEW	Feb 16, 2023	\$304.99
753257	23214	ORKIN PEST CONTROL INC	Feb 16, 2023	\$75.00
753271	32279	POWER PLAY MARKETING	Feb 16, 2023	\$6,500.00
753291	33248	SPENCER, SCOTT	Feb 16, 2023	\$611.30
753292	30686	SPORTS EVENT & TOURISM ASSOCIATION	Feb 16, 2023	\$1,195.00
753317	26060	VANGUARD CLEANING SYSTEMS INC	Feb 16, 2023	\$576.75
753379	6114	PACIFIC GAS & ELECTRIC COMPANY	Feb 16, 2023	\$454.50
753409	20601	VERIZON WIRELESS	Feb 16, 2023	\$125.48
753449	32133	BANDWANGO	Feb 24, 2023	\$2,588.30
753457	23444	BILLINGSLEY, MATTHEW	Feb 24, 2023	\$885.64
753588	30689	MEDINA, EVANGELINA	Feb 24, 2023	\$720.00
753656	30777	THE MARCOM GROUP	Feb 24, 2023	\$2,520.00
753733	7685	STINSON STATIONERS	Feb 24, 2023	\$559.21
753756	203	AMERICAN BUSINESS MACHINES CO	Mar 2, 2023	\$1,183.17
753760	33014	ARTHUR AND HANSEN LLC	Mar 2, 2023	\$5,000.00
753822	31089	EMBROIDERY PLUS LLC	Mar 2, 2023	\$299.85
753951	15868	TEL TEC SECURITY SYSTEM INC	Mar 2, 2023	\$546.54
76 Overall - Count				
Overall - Total				\$137,574.62
Mar 6, 2023		1	1:14:53 PM	

EXPENDITURE REPORT
BY FUND
2022-23

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2022-23 ADJUSTED BUDGET	2022-23 YEAR TO DATE ACTUAL	2022-23 CURRENT ENCUMBRANCES	2022-23 UNENCUMBERED APPROPRIATIONS
TRANSIENT OCCUPANCY TAXES					
191-6590-675.10-01	REGULAR PAY	378,729	203,472.30	.00	175,256.70
191-6590-675.10-02	TEMPORARY PAY	0	15,368.55	.00	15,368.55-
191-6590-675.10-04	ACCRUED LEAVES PAYOFF	0	8,410.44	.00	8,410.44-
191-6590-675.10-14	SPECIALITY PAY	1,825	1,197.00	.00	628.00
191-6590-675.10-15	AUTO ALLOWANCE	2,057	982.77	.00	1,074.23
191-6590-675.10-31	LIFE INSURANCE	401	211.06	.00	189.94
191-6590-675.10-33	MEDICARE INSURANCE	3,544	2,589.02	.00	954.98
191-6590-675.10-35	MEDICAL INSURANCE-ACTIVE	53,090	25,958.74	.00	27,131.26
191-6590-675.10-38	WORKERS COMP INS ALLOC	4,984	2,491.98	.00	2,492.02
191-6590-675.10-44	PERS - MISCELLANEOUS	140,621	111,877.66	.00	28,743.34
191-6590-675.10-48	CITY 1% MATCH - RHS PLAN	1,212	849.17	.00	362.83
191-6590-675.30-39	OTHER PROFESSIONAL	276,950	75,697.97	17,826.39	183,425.64
191-6590-675.40-23	INTERNAL COMM EQUIP	29	19.36	.00	9.64
191-6590-675.40-24	INTERNAL TELEPHONE EQUIP	3,590	2,393.28	.00	1,196.72
191-6590-675.40-26	INTERNAL COMPUTER EQUIP	13,857	9,238.00	.00	4,619.00
191-6590-675.50-11	LIABILITY INS ALLOCATION	4,879	2,439.48	.00	2,439.52
191-6590-675.50-12	PROPERTY INS ALLOCATION	525	262.50	.00	262.50
191-6590-675.50-33	TELEPHONE-CELL PHONE CHGS	1,800	863.95	.00	936.05
191-6590-675.50-41	ADVERTISING	38,570	71,512.34	2,000.00	34,942.34-
191-6590-675.50-51	PRINTING AND BINDING	31,198	.00	.00	31,198.00
191-6590-675.50-53	INTERNAL GARBAGE	567	320.00	.00	247.00
191-6590-675.50-54	INTERNAL SEWER	378	212.00	.00	166.00
191-6590-675.50-61	REIMBURSABLE EXPENSE	5,000	22.38	.00	4,977.62
191-6590-675.50-62	ENTERTAINING GUESTS	9,221	838.42	.00	8,382.58
191-6590-675.50-64	TRAVEL (OPERATIONAL)	122,753	75,682.10	.00	47,070.90
191-6590-675.50-65	DUES & SUBSCRIPTIONS	9,151	5,787.88	.00	3,363.12
191-6590-675.50-91	OTHER OUTSIDE SERVICES	12,730	50,055.80	.00	37,325.80-
191-6590-675.60-21	WATER	2,500	.00	.00	2,500.00
191-6590-675.60-22	NATURAL GAS	750	1,264.52	.00	514.52-
191-6590-675.60-23	ELECTRICITY	2,000	1,492.84	.00	507.16
191-6590-675.60-31	OFFICE SUPPLIES	3,000	1,736.03	.00	1,263.97
191-6590-675.60-39	COMPUTER SUPPLIES	0	4,648.81	.00	4,648.81-
191-6590-675.60-51	OTHER MATERIALS/SUPPLIES	0	6,926.65	.00	6,926.65-
191-6590-675.60-61	FURNITURE & EQUIP (MINOR)	0	615.07	615.06	1,230.13-
191-6590-675.70-12	CONTRIBUTIONS	2,463,000	37,700.00	.00	2,425,300.00
* VISIT BAKERSFIELD		3,588,911	723,138.07	20,441.45	2,845,331.48
** CONVENTION VISITOR BUREAU		3,588,911	723,138.07	20,441.45	2,845,331.48
*** ECONOMIC/COMMUNITY DEVEL		3,588,911	723,138.07	20,441.45	2,845,331.48
**** TRANSIENT OCCUPANCY TAXES		3,588,911	723,138.07	20,441.45	2,845,331.48
		3,588,911	723,138.07	20,441.45	2,845,331.48

ADMINISTRATIVE REPORT

Meeting Date: March 15, 2023
Agenda Item: VIII.A.
To: Board of Directors
From: David Lyman, Manager
Subject: Approval of amendment to Agreement No. 2022-164 with Arthur and Hansen, LLC for rights to digital assets.

Recommendation:

Approve amendment to Agreement No. 2022-164 with Arthur and Hansen, LLC to obtain high resolution digital assets for use in marketing materials in an amount not to exceed \$40,000, and present it to City Council for approval.

Background:

In August of 2022 Visit Bakersfield entered into an agreement with Arthur and Hansen, LLC, for social media content production and management services in the amount of \$60,000 annually.

Staff has been very pleased with the content that has been created by Arthur and Hansen, LLC during the term of the existing agreement and would like to amend the scope of the agreement to include the rights to high resolution digital photo and video assets the firm produces. This would require the compensation of the agreement to be increased by a sum not to exceed \$40,000, for an aggregate sum not to exceed \$100,000.

Funding for this amendment 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 amendment. Because the amount of this agreement exceeds \$40,000, it requires approval from the Bakersfield City Council. However, before Council action, it must be approved by your board, as required in Section 2.1 of Agreement 16-251 between the City of Bakersfield and the Greater Bakersfield Convention and Visitors Bureau.

Should you board approve this item, the amendment to the agreement with Arthur and Hansen, LLC will be placed on the April 12, 2023 City Council agenda.

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

Visit Bakersfield Board Meeting Attendance FY 22-23												
Members	Jul	Aug*	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Baker, Tamara		•			•							
Derr, Debra	•	•	•		•							
Dorsey, Ed		•										
Maples, Jason					•							
McKeegan, Randy		•	•		•							
Pandol, Beth Brookhart	•				•							
Ramirez, Jessica	•	•	•		•							
Smith, Amy	•	•	•		•							
Spindler, Matthew	•	•										
Uhles, Ryan	•	•	•		•							
Carrier, Brianna	•	•	•		•							
Orrick, Lynette	•	•	•		•							
Overstreet, Jennifer	•											

• = Attendance
No Meeting
Absent

*Special Board Meeting