

**VISIT BAKERSFIELD
AGENDA**

Special Meeting of August 9, 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 April 19, 2023 meeting

V. TREASURER'S REPORT

- A. Approval of Treasurer's Report of August 9, 2023

VI. STAFF REPORT

- A. Manager's Report

VII. OLD BUSINESS

- A. None

VIII. NEW BUSINESS

- A. Approval of an agreement with Arthur and Hansen, LLC. for social media content production and management services in the amount of \$300,000.
- B. Creation and appointment of a Committee to Explore Possible Changes to the Bylaws and Agreement 16-251 with the City of Bakersfield.
- C. Nominating Committee Report Presentation and Approval of Two New Directors.
- D. Appointment of Nominating Committee.

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 19, 2023
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 Chair, Ryan Uhles on this 19th day of April at 8:03 a.m.

II. Roll call

Andrea Marroquin, Visit Bakersfield, conducted roll call.

Directors Present:

Randy McKeegan	Lynett Orrick	Beth Brookhart-Pandol
Jessica Ramirez	Amy Smith	Ryan Uhles
Tamara Baker	Ed Dorsey	Jason Maples

Directors Absent:

Debra Derr	Matt Spindler	Scott Andrews
Jennifer Overstreet		

Others Present:

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

III. Public Statements

- None

IV. Minutes

- A. Approval of March 15, 2023, minutes.

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

V. Treasurer's Report

- A. Approval of Treasurer's Report of April 19, 2023.

Motion by Tamara Baker, seconded by Amy Smith. All in favor. Motion approved.

VI. Staff Report

- David Lyman gave updates on Visitor Center lobby activities, sales staff efforts to bring sporting events to Bakersfield, and upcoming events coming to Bakersfield.

VII. Old Business

- A. Approval of Minutes of the November 16, 2022 meeting.
Motion by Beth Brookhart-Pandol, seconded by Randy McKeegan. All in favor. Motion approved.
- B. Approval of Treasurer's Report of March 15, 2023.
Motion by Amy Smith, seconded by Lynett Orrick. All in favor. Motion approved.
- C. Approval of amendment to Agreement No. 2022-164 with Arthur and Hansen, LLC for rights to digital assets.
Motion by Tamara Baker, seconded by Jessica Ramirez. All in favor. Motion approved.

VIII. New Business

- A. Approval of FY 2023-24 Visit Bakersfield Budget.
Motion by Randy McKeegan, seconded by Lynett Orrick. All in favor. Motion Approved.
- B. Approval of an agreement with Wayfarer Journey for creation and maintenance of audio driving tour content in an amount not to exceed \$95,000.
Motion by Jason Maples, second by Tamara Baker. All in favor. Motion approved.
- C. Approval of Financial Assistance to Premier Soccer Services in an amount not to exceed \$75,000.
Motion by Amy Smith, seconded by Jessica Ramirez. All in favor. Motion approved.
- D. Nominating Committee Report Presentation.
Motion by Beth Brookhart- Pandol, seconded by Jessica Ramirez to re-elect Ryan Uhles, Amy Smith, Jessica Ramirez and Lynett Orrick to a two-year term beginning July 1, 2023. Elect Ryan Uhles as Chair, Amy Smith as Vice-Chair, and Randy McKeegan as Treasurer for a one-year term beginning July 1, 2023. All in favor. Motion approved.

IX. Board Statements

- None

X. Closed Session

- None

XI. Adjournment

- Chair adjourned the meeting at 9:04 a.m.

City of Bakersfield Check Register - CVB REPORT

Payment Number	Vendor Number	Vendor Name	Payment Date	Check Total
756013	33014	ARTHUR AND HANSEN LLC	Apr 13, 2023	\$5,000.00
756056	32962	DATAFY LLC	Apr 13, 2023	\$12,125.00
756059	13970	DELL MARKETING L P	Apr 13, 2023	\$263.02
756108	33338	INFLUENCERS YOUTH SPORTS	Apr 13, 2023	\$3,000.00
756109	30620	J GREG SMITH INC	Apr 13, 2023	\$2,000.00
756194	26060	VANGUARD CLEANING SYSTEMS INC	Apr 13, 2023	\$576.75
756226	33350	GLOBELITE TRAVEL MARKETING INC	Apr 13, 2023	\$5,950.00
756235	6114	PACIFIC GAS & ELECTRIC COMPANY	Apr 13, 2023	\$231.17
756247	29474	TASMARK ENTERPRISES	Apr 13, 2023	\$2,500.00
756265	23444	BILLINGSLEY, MATTHEW	Apr 14, 2023	\$339.00
756336	30689	MEDINA, EVANGELINA	Apr 14, 2023	\$339.00
756575	23214	ORKIN PEST CONTROL INC	Apr 20, 2023	\$81.99
756637	1696	CALIFORNIA WATER SERVICE	Apr 20, 2023	\$126.66
756661	7685	STINSON STATIONERS	Apr 20, 2023	\$565.30
756674	20601	VERIZON WIRELESS	Apr 20, 2023	\$136.52
756700	31089	EMBROIDERY PLUS LLC	Apr 21, 2023	\$184.03
756732	32903	KLASSEN, MEGAN C	Apr 21, 2023	\$680.00
756738	30689	MEDINA, EVANGELINA	Apr 21, 2023	\$163.00
756823	23444	BILLINGSLEY, MATTHEW	Apr 27, 2023	\$1,274.28
757151	33014	ARTHUR AND HANSEN LLC	May 4, 2023	\$5,000.00
757215	31089	EMBROIDERY PLUS LLC	May 4, 2023	\$357.23
757360	1696	CALIFORNIA WATER SERVICE	May 4, 2023	\$128.99
757419	23444	BILLINGSLEY, MATTHEW	May 5, 2023	\$1,929.10
757434	30689	MEDINA, EVANGELINA	May 5, 2023	\$279.00
757508	32962	DATAFY LLC	May 11, 2023	\$2,250.00
757568	31228	MADDEN MEDIA	May 11, 2023	\$30,830.59
757657	26060	VANGUARD CLEANING SYSTEMS INC	May 11, 2023	\$576.75
757760	30352	O F C C CAR CLUB	May 12, 2023	\$1,500.00
757846	32133	BANDWANGO	May 18, 2023	\$708.92
758074	11937	CITY OF BAKERSFIELD	May 18, 2023	\$9.00
758098	6114	PACIFIC GAS & ELECTRIC COMPANY	May 18, 2023	\$70.82
758121	23444	BILLINGSLEY, MATTHEW	May 19, 2023	\$3,521.16
758137	30689	MEDINA, EVANGELINA	May 19, 2023	\$291.00
758243	20601	VERIZON WIRELESS	May 25, 2023	\$128.47
758559	30777	THE MARCOM GROUP	May 25, 2023	\$2,550.00
758613	33451	ASSAULT BASEBALL 10U	Jun 1, 2023	\$1,500.00
758714	33338	INFLUENCERS YOUTH SPORTS	Jun 1, 2023	\$1,500.00
758895	15868	TEL TEC SECURITY SYSTEM INC	Jun 1, 2023	\$90.00
758909	23444	BILLINGSLEY, MATTHEW	Jun 2, 2023	\$1,117.95
758920	30318	MARROQUIN, ANDREA	Jun 2, 2023	\$54.04
758921	30689	MEDINA, EVANGELINA	Jun 2, 2023	\$214.94
759012	31089	EMBROIDERY PLUS LLC	Jun 8, 2023	\$811.88
759039	3593	HALL LETTER SHOP	Jun 8, 2023	\$1,020.04
759224	1696	CALIFORNIA WATER SERVICE	Jun 8, 2023	\$182.86
759277	33014	ARTHUR AND HANSEN LLC	Jun 9, 2023	\$5,000.00
759278	32133	BANDWANGO	Jun 9, 2023	\$13,225.00
759284	32962	DATAFY LLC	Jun 9, 2023	\$2,250.00
759333	32133	BANDWANGO	Jun 15, 2023	\$120.19
759358	25426	CALSAE	Jun 15, 2023	\$439.00
759571	26060	VANGUARD CLEANING SYSTEMS INC	Jun 15, 2023	\$576.75

759642	6114	PACIFIC GAS & ELECTRIC COMPANY	Jun 15, 2023	\$44.54
759686	30689	MEDINA, EVANGELINA	Jun 16, 2023	\$220.36
759694	27973	TEMPEST INTERACTIVE MEDIA LLC	Jun 16, 2023	\$950.00
759967	23444	BILLINGSLEY, MATTHEW	Jun 23, 2023	\$1,105.50
760008	29443	NORTHSTAR TRAVEL MEDIA LLC	Jun 23, 2023	\$2,995.00
760074	15868	TEL TEC SECURITY SYSTEM INC	Jun 23, 2023	\$90.00
760099	31308	ALL AMERICAN CARPET	Jun 29, 2023	\$3,200.00
760480	30689	MEDINA, EVANGELINA	Jun 30, 2023	\$477.44
760607	33338	INFLUENCERS YOUTH SPORTS	Jul 6, 2023	\$1,500.00
760677	27973	TEMPEST INTERACTIVE MEDIA LLC	Jul 6, 2023	\$6,000.00
760685	26060	VANGUARD CLEANING SYSTEMS INC	Jul 6, 2023	\$576.75
760714	1696	CALIFORNIA WATER SERVICE	Jul 6, 2023	\$311.25
760777	20601	VERIZON WIRELESS	Jul 6, 2023	\$134.81
760880	33014	ARTHUR AND HANSEN LLC	Jul 13, 2023	\$5,000.00
760896	23444	BILLINGSLEY, MATTHEW	Jul 13, 2023	\$554.00
760978	30689	MEDINA, EVANGELINA	Jul 13, 2023	\$265.00
761134	32133	BANDWANGO	Jul 20, 2023	\$324.29
761176	32962	DATAFY LLC	Jul 20, 2023	\$12,125.00
761359	26060	VANGUARD CLEANING SYSTEMS INC	Jul 20, 2023	\$576.75
761366	33547	WAYFARER JOUMEY	Jul 20, 2023	\$37,500.00
761452	20601	VERIZON WIRELESS	Jul 20, 2023	\$131.71
761466	23444	BILLINGSLEY, MATTHEW	Jul 21, 2023	\$6,250.00
761516	6114	PACIFIC GAS & ELECTRIC COMPANY	Jul 21, 2023	\$39.32
761604	33566	COSTAR REALTY INFORMATION	Jul 27, 2023	\$2,661.00
761898	23444	BILLINGSLEY, MATTHEW	Jul 28, 2023	\$2,366.96
9996943	10206	STATE OF CALIF - PERS	Jul 20, 2023	\$74,035.94
76 Overall - Count				
Overall - Total				\$273,205.02
Aug 1, 2023		1	3:37:37 PM	

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	316,808.48	.00	61,920.52
191-6590-675.10-02	TEMPORARY PAY	0	15,368.55	.00	15,368.55-
191-6590-675.10-03	OVERTIME PAY	0	71.97	.00	71.97-
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	1,757.00	.00	68.00
191-6590-675.10-15	AUTO ALLOWANCE	2,057	1,689.33	.00	367.67
191-6590-675.10-31	LIFE INSURANCE	401	323.70	.00	77.30
191-6590-675.10-33	MEDICARE INSURANCE	3,544	4,186.43	.00	642.43-
191-6590-675.10-35	MEDICAL INSURANCE-ACTIVE	53,090	38,770.34	.00	14,319.66
191-6590-675.10-38	WORKERS COMP INS ALLOC	4,984	4,983.96	.00	.04
191-6590-675.10-44	PERS - MISCELLANEOUS	140,621	129,044.03	.00	11,576.97
191-6590-675.10-48	CITY 1% MATCH - RHS PLAN	1,212	1,279.28	.00	67.28-
191-6590-675.30-39	OTHER PROFESSIONAL	276,950	130,926.12	24,900.00	121,123.88
191-6590-675.40-23	INTERNAL COMM EQUIP	29	29.04	.00	.04-
191-6590-675.40-24	INTERNAL TELEPHONE EQUIP	3,590	3,589.92	.00	.08
191-6590-675.40-26	INTERNAL COMPUTER EQUIP	13,857	13,857.00	.00	.00
191-6590-675.50-11	LIABILITY INS ALLOCATION	4,879	4,878.96	.00	.04
191-6590-675.50-12	PROPERTY INS ALLOCATION	525	525.00	.00	.00
191-6590-675.50-33	TELEPHONE-CELL PHONE CHGS	1,800	1,517.96	.00	282.04
191-6590-675.50-41	ADVERTISING	38,570	121,921.42	2,000.00	85,351.42-
191-6590-675.50-51	PRINTING AND BINDING	31,198	35,576.29	.00	4,378.29-
191-6590-675.50-53	INTERNAL GARBAGE	567	640.00	.00	73.00-
191-6590-675.50-54	INTERNAL SEWER	378	424.00	.00	46.00-
191-6590-675.50-61	REIMBURSABLE EXPENSE	5,000	48.02	.00	4,951.98
191-6590-675.50-62	ENTERTAINING GUESTS	9,221	4,860.76	.00	4,360.24
191-6590-675.50-64	TRAVEL (OPERATIONAL)	122,753	119,379.96	.00	3,373.04
191-6590-675.50-65	DUES & SUBSCRIPTIONS	9,151	6,851.65	.00	2,299.35
191-6590-675.50-91	OTHER OUTSIDE SERVICES	12,730	75,255.90	.00	62,525.90-
191-6590-675.60-21	WATER	2,500	.00	.00	2,500.00
191-6590-675.60-22	NATURAL GAS	750	1,994.05	.00	1,244.05-
191-6590-675.60-23	ELECTRICITY	2,000	1,594.87	.00	405.13
191-6590-675.60-31	OFFICE SUPPLIES	3,000	5,053.18	.00	2,053.18-
191-6590-675.60-39	COMPUTER SUPPLIES	0	4,648.81	.00	4,648.81-
191-6590-675.60-51	OTHER MATERIALS/SUPPLIES	0	19,759.15	.00	19,759.15-
191-6590-675.60-61	FURNITURE & EQUIP (MINOR)	0	1,085.82	615.06	1,700.88-
191-6590-675.70-12	CONTRIBUTIONS	2,363,000	126,700.00	.00	2,236,300.00
* VISIT BAKERSFIELD		3,488,911	1,203,811.39	27,515.06	2,257,584.55
** CONVENTION VISITOR BUREAU		3,488,911	1,203,811.39	27,515.06	2,257,584.55
*** ECONOMIC/COMMUNITY DEVEL		3,488,911	1,203,811.39	27,515.06	2,257,584.55
**** TRANSIENT OCCUPANCY TAXES		3,488,911	1,203,811.39	27,515.06	2,257,584.55
		3,488,911	1,203,811.39	27,515.06	2,257,584.55

ADMINISTRATIVE REPORT

Meeting Date: August 9, 2023
Agenda Item: VIII.A.
To: Board of Directors
From: David Lyman, Manager
Subject: Approval of an agreement with Arthur and Hansen, LLC for social media content production and management services in the amount of \$300,00.

Recommendation:

Approve agreement with Arthur and Hansen, LLC for social media content production and management services in the amount of \$300,000 and recommend its approval to City Council.

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 four 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.

In 2020, a Request for Proposals (RFP) for outside professional social media services was issued. On the Horizon Communications was hired for a one-year contract at an annual rate of \$24,000.

In 2021, another RFP was issued for these services and Second Sight Design was hired for a one-year contract at a rate of \$59,900.

In 2022, an RFP was issued for these services and Bakersfield-based Arthur and Hansen, LLC was hired for a one-year contract through its subsidiary, Cypress Avenue Media, at an annual rate of \$60,000. The agreement was later amended to expand the scope of work and increase the total amount to \$100,000. The agreement expires August 31, 2023.

On June 26, 2023, an RFP was issued for these services. Visit Bakersfield staff reviewed the proposals received and recommends contracting with Arthur and Hansen, LLC for a three-year contract.

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. 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 agreement with Arthur and Hansen, LLC will be placed on the August 23, 2023 City Council agenda.

ADMINISTRATIVE REPORT

Meeting Date: August 9, 2023
Agenda Item: VIII.B.
To: Board of Directors
From: David Lyman, Manager
Subject: Creation and appointment of a Committee to Explore Possible Changes to the Bylaws and Agreement 16-251 with the City of Bakersfield.

Recommendation:

To be determined by the Board of Directors.

Background: The composition of the board of directors is governed by two documents: (1) the Bylaws and (2) Agreement 16-251 with the City of Bakersfield. Based upon various clauses of these two documents, the board must not exceed (13) members. Of those members, four must be from the local hotel/motel industry and can serve a maximum of three consecutive two-year terms. Three of the 13 members are considered permanent members, and are defined as the City Manager or designee, the City Finance Director or designee, and the Manager of the Convention Center or designee.

Since the City of Bakersfield began managing the day-to-day operations, the focus of Visit Bakersfield has changed. It has evolved from a primary emphasis on attracting large conventions, to a more diversified focus that also includes business and leisure travel and sports events. Those changes have been reflected on the board of directors, with members no longer always directly related to the local travel industry.

When filling board vacancies, the Nominating Committee has found it increasingly difficult to find members from the local hotel/motel community to serve. Because of this, Visit Bakersfield staff is recommending that a board committee be appointed to explore this issue further and examine possible solutions that may include changes to the Bylaws and Agreement 16-251.

According to Section 7.10 of the Bylaws, committees must have two or more members of the board.

ADMINISTRATIVE REPORT

Meeting Date: August 9, 2023
Agenda Item: VIII.C.
To: Board of Directors
From: Nominating Committee
Jessica Ramirez
Lynett Orrick
Amy Smith
David Lyman (ex-officio)
Subject: Nominating Committee Report Presentation and Approval of Two New Directors

Recommendation:

Elect Lori LaBare and Kelly Sloan for a term ending June 30, 2025.

Background:

There are two open positions on the board of directors due to the resignations of Jennifer Overstreet and Matt Spindler.

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. Jennifer Overstreet was one of the four members of the board of directors from the Hotel/Motel industry.

The Nominating Committee recommends **Lori LaBare**, Regional Director of Sales for Doubletree by Hilton, and **Kelly Sloan**, Director of Sales for Four Points by Sheraton, be elected for a term expiring June 30, 2025.

ADMINISTRATIVE REPORT

Meeting Date: August 9, 2023
Agenda Item: VIII.D.
To: Board of Directors
From: David Lyman, Manager
Subject: Appointment of Nominating Committee

Recommendation:

To be determined by the Board of Directors.

Background:

Recommendation:

To be determined by the Board of Directors.

Background:

Section 8.01 of the CVB Bylaws states,

“The Chairman of the Board shall appoint a nominating committee of no less than three (3) Board persons no later than the first Board meeting of each fiscal year.”

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

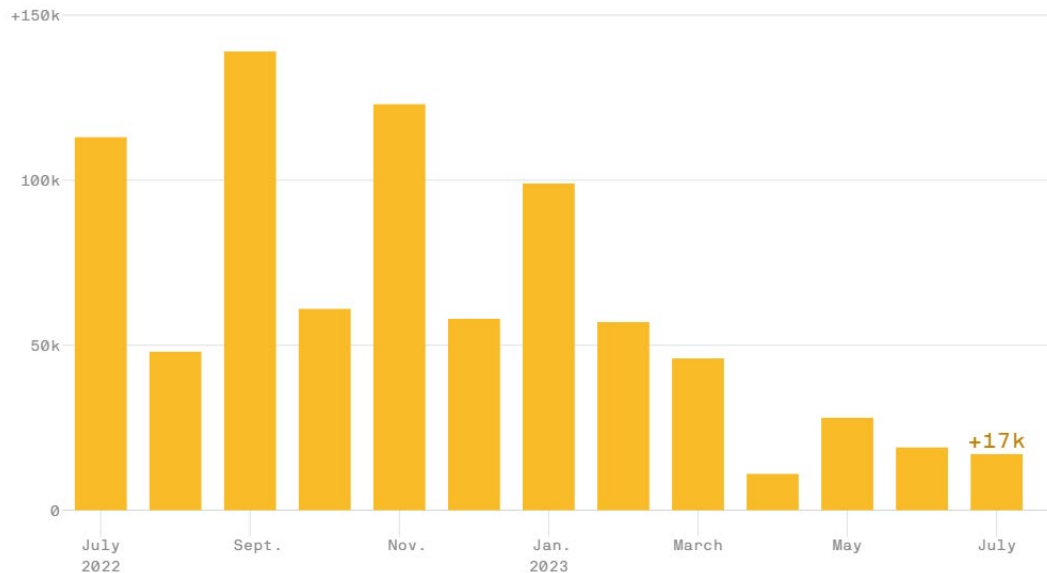


August 4, 2023

By Courtenay Brown

Change in leisure and hospitality payrolls

Monthly; July 2022 to July 2023



Data: Bureau of Labor Statistics; Chart: Axios Visuals

There's one sector where hiring moderation is clear: leisure and hospitality.

Why it matters: In 2022, the labor market was fueled by restaurants, bars, hotels and others in the sector staffing up at a furious pace, and offering big pay gains to pull in workers they let go during the pandemic.

- But the 2021-22 boom-time employment trends in the sector are now in the past: July is the fourth consecutive month that the sector has seen little change in employment.

By the numbers: In the final quarter of 2022, job gains averaged 81,000 each month. That's slowed to 19,000 in the second quarter of 2023. July's data shows the sector added 17,000 jobs.

- The result is a comedown from the eye-popping pace of wage growth. In July, average hourly earnings were up 5.6% over the previous 12 months. In July 2022, wages rose 9%.

Of note: The sector is still 352,000 jobs short of its pre-pandemic level.

The intrigue: Average hourly earnings does not account for compositional shifts in the labor force.

- A slowdown in hiring in lower-wage sectors like leisure and hospitality is likely impacting the overall wage snapshot provided by this measure — making wage growth look higher than it really is.