



Visit Vacaville

Board Meeting

11:30am Wednesday, February 11, 2026

Visit Vacaville, 1671 East Monte Vista Ave, Suite N-110 Vacaville, CA. 95687

1. **Call To Order/Roll Call:** 11:31am.

**Present:** Chair Keith Thompson, Secretary Jason Diavatis, Treasurer Vanessa Jackson-Talbert, CEO Alyssa Pardini, April Ziomek-Portillo, Darnalyn Quintanilla, Pamela Davis, Clara Dawson,

**Ex Officio Members, Non-Voting:** LeAnne White – Downtown Business Association, Matt Pulsipher – Chamber of Commerce

**Absent:** Vice Chair Andrea McPeak, Director at Large Sandy Person, Erin Morris – City of Vacaville

**Guests:** None

2. **Public Comment:** None

3. **Action Items:**

- A) Approval of Minutes – January 2026  
Motion – Jason Diavatis  
Second – April Ziomek-Portillo, Unanimous.
- B) Approval of Financials November 2025  
Motion – Jason Diavatis  
Second – April Ziomek-Portillo, Unanimous.
- C) Approval of Financials December 2025  
Motion – Jason Diavatis  
Second – April Ziomek-Portillo, Unanimous.

4. **Reports:**

- A. Visit Vacaville President & CEO, Alyssa Pardini. Alyssa reviewed Visit Vacaville's accomplishments over the past month. Taste of Vacaville took place and was successful. At the end of the Taste of Vacaville week, Visit Vacaville hosted a Bay Area food influencer for the first time. Alyssa and Kia explored refurbishing the Welcome to Vacaville signs near the off ramps in both directions of I-80. It appears to be harder than initially thought, and the project has been turned over to the Rotary Club. I Love Vacaville activations will take place during the week of Valentine's Day in

February. En Plein Air planning has begun. The event will take place April 17<sup>th</sup> & 18<sup>th</sup> and this year Visit Vacaville is working alongside the Parks and Recreation Department on the event. Visit Vacaville is working to negotiate a Passport Sunday VIP Experience for patrons of local hotels on Sunday, April 19<sup>th</sup>. Details will be forthcoming. Alyssa attended CalTravel Winter Roundtable. Slides included Taste of Vacaville stats, and a January 2025 Media Report. The board requested Alyssa dig into the top markets people are coming from when visiting Vacaville and email the information to the Board. She also gave an update on the launch of Ripe for the Visit Vacaville website.

- B. Chairman of the Board, Keith Thompson. The Sports Complex project is moving along.
- C. City of Vacaville, Erin Morris – No Report
- D. Downtown Business Improvement District, LeAnne White. The Farmers Market Winter Market begins in March. The 2026 Event Calendar will be released in March.
- E. Chamber of Commerce, Matt Pulsipher. The State of the City event titled Movers and Shakers is sold out. Lemonade Day will be held on May 14<sup>th</sup>. Alyssa offered to assist with the promotion of Lemonade Day. The Business Expo will be held in the spring.

#### **Old Business**

A. Strategic Plan Update. Discussion about whether to overhaul the plan in 26/27 and create a new 4-year plan or update the plan for the next 12 months or so until the sports complex has moved along in planning. It was agreed that the sports complex could greatly influence the strategic planning for future years.

Alyssa also asked the board to think about whether they want to keep the process “in house” or hire a third party to help create the plan and what the level of community stakeholders beyond the board should be in the planning process. Jason asked Alyssa to send the plan again to the board in a separate email titled “Strategic Plan Docs”.

Clara suggested a current Operating Plan instead of a Strategic Plan.

#### **New Business**

A. Discussion: camera purchase, and wish list items for next fiscal budget. Jason suggested an in-house camera would be helpful and cost effective for Visit Vacaville. Photography is used quite often in social media campaigns and a good quality camera vs. Hiring a professional photographer for various events might be financially beneficial. Alyssa stated that an appropriate camera and various equipment related to the camera would cost between \$3,000 and \$4,000. The discussion also included the board stating how important it is to them to make purchases/hire locally as much as possible. Alyssa will consider the camera/equipment purchase in the 2026/2027 budget. The board decided to conduct a budget discussion session on March 25<sup>th</sup> from 3:00-5:00PM.

**Adjournment:** 12:56pm

The next board meeting will be held at 11:30am on April 15, 2026.