



Visit Vacaville
Board Meeting
11:30am Wednesday July 16, 2025
1671 E. Monte Vista Ave. Suite N-110 Vacaville, CA. 95688

Call to Order: 11:53am.

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

Ex Officio Members, Non-Voting: Matt Pulsipher

Absent: Vice Chair Andrea McPeak, Pamela Davis, Cinty Melara, Director at Large Sandy Person

Guests:

Presentations: None

Old Business:

- A) Approval of Minutes – May 2025 – Motion – Jason Diavatis, Second – Vanessa Jackson-Talbert, unanimous.
- B) Update on 1% increase of district assessment effective timeline. Alyssa let the board know Civitas will work with Visit Vacaville and the City of Vacaville to help create changes in the agreement to begin collecting the new 1%. The timeline is at least 2 months. Civitas is also assisting in drafting a letter for the hotels.

Reports

- A) Chairman: Gave a brief update of the Proposed Sports Complex.
- B) Downtown Business Improvement District – Not present
- C) Chamber of Commerce – Matt introduced himself to the group
- D) City of Vacaville – Not present
- E) President/CEO – Alyssa reviewed slides with the board regarding STR Data, Website statistics, social media results, projections for year-end financials that are currently in-process with Visit Vacaville's bookkeeper, and the past two months of events and promotions.

New Business

- A) Set date of board meeting this fiscal where the board would like to review Visit Vacaville's current lease agreement and discuss Visitor Center location options for after November 2027. Jason Diavatis was nominated by Alyssa Pardini to chair the committee. The committee will be formed prior to January 2026 so they can begin meeting to discuss the lease and a possible new location.
- B) Jason let the group know he talked to Alaina Gjertsen, Visit Vacaville's Public Relations Manager about growing Visit Vacaville's Bay Area news/radio (KRON 4, etc.) connections. Jason has had good relationships in the past and feels it would benefit Visit Vacaville and local businesses.

Good of the Order

Jason let the board know about a new Winemakers Series involving local downtown restaurants and partnerships with local wine makers for a ticketed event featuring wine tasting and heavy hors d'oeuvres. The first one will be held on July 27th from 2-4pm at Makse.

Adjournment: 1:04pm