



Visit Vacaville
Board Meeting
11:30am Wednesday September 17, 2025
1671 E. Monte Vista Ave. Suite N-110 Vacaville, CA. 95688

Call to Order: 11:38am.

Present: Chair Keith Thompson, Secretary Jason Diavatis, Treasurer Vanessa Jackson-Talbert, CEO Alyssa Pardini, April Ziomek-Portillo, Darnalyn Quintanilla, Pamela Davis, Vice Chair Andrea McPeak, Director at Large Sandy Person

Ex Officio Members, Non-Voting: Matt Pulsipher – Chamber of Commerce, Slater Matzke

Absent: Cinty Melara,

Guests: Clara Dawson

Presentations: None

Old Business:

- A) Approval of Minutes – July 2025 – Motion to Approve – Jason Diavatis, Second – Sandy Person, unanimous.
- B) Approval of Final Year-End Financials – Motion to Approve – Sandy Person, Second – Jason Diavatis, unanimous

Reports

- A) Future Facilities Committee – The lease on the current Visit Vacaville location ends November 2027, in two years. The final committee to look at future location options is composed of Jason Diavatis, Vanessa Jackson-Talbert, and Sandy Person
- B) Visit Vacaville President & CEO – Alyssa updated the board with a series of slides regarding Visit Vacaville activities from July – September, statistics for website traffic, social audience growth, STR Data + Supply & Demand, and the timeline for the 1% increase to the TMD assessment.
- C) Chamber of Commerce – Matt Pulsipher was not present – he had to leave the meeting early.

- D) City of Vacaville – Slater Matzke introduced himself as the new City of Vacaville Economic Development Manager and let the group know he will be the City of Vacaville liaison to the Visit Vacaville Board.
- E) Chairman – Keith updated the group on the sports facility project
- F) Downtown Vacaville Business Improvement District – not present

New Business

- A) Review of July & August Financials – Alyssa reviewed the July and August Final financials'
- B) Recommended adjustments to current fiscal budget given timeline of increased assessment collection – Alyssa shared a list of possible cost savings to assist with the budget.
- C) Prospective Board Applications – Cinty Melara is leaving the board and there is another vacant spot on the board as well for a total of two open positions. Clara Dawson expressed interest in joining the board.
- D) Details of upcoming annual presentation to the City of Vacaville in October & other important dates – The annual Visit Vacaville presentation to the Vacaville City Council will be Tuesday, October 28, 2025. Alyssa asked the board members to consider attending if possible. Other important Dates:
 - October 4th & 5th – Visit Vacaville will host a travel writer from the east coast
 - November 1st – Dia De Los Muertos
 - November 19th – Visit Vacaville Board Meeting
 - November 28th – Visit Vacaville will be open for Black Friday shopping
 - Tuesday December 2nd – Merriment on Main – Visit Vacaville will need volunteers to man the Visit Vacaville booth and hand out Santa Hats while the Visit Vacaville staff manage a sensory room at the McBride Senior Center.

Good of the Order

Jason – Mäksē will host a Mexican Independence Celebration tonight. Jazz Fest is this upcoming weekend 11-8pm, 11-4 wine tasting with 10% off food. Next month Mäksē will be having a 4-year celebration as well.

April – Will be hosting a career fair in April. Let her know if you are interested in a table etc.

Adjournment: 12:57pm