

Visalia Tourism Marketing District

Quarterly Board of Directors Meeting Minutes

October 23, 2019

8:37 am

Comfort Suites, Downtown Visalia.

1. Call to Order:

Present: Anil Chagan, Robert Lee, Samantha Rummage-Mathias, and Carrie Groover

Guests: Nellie Freeborn, Leslie Caviglia, Val Vaz and Heather McKinney

2. Public comments – there were none.

3. Consent Items: Minutes of July 31, 2019 and Financial Statements through October 17, 2019 were motioned from approval by Carrie, seconded by Samantha and unanimously approved.

4. Discussion Items:

- a. The aRes Travel booking engine has been up and running since October 1st.
- b. Val spent considerable time recapping the AMF contract work from inception to the current period (April 2018 – October 2019). The 3rd Quarter Report was also handed out.
- c. AMF is preparing the TMD Marketing Plan for 2020 with the input given by the Board. A teleconference is tentatively set for Wednesday, November 20th to review the plan.
- d. The 2020 Budget was reviewed. Ratification is planned for the November meeting.
- e. Outstand loans from the City of Visalia and the CVB are expected to be repaid next year.

5. Action Item: The Board, aware that Nellie was recently appointed the CVB Executive Director, ratified her to also be the TMD Executive Director. Tentative TMD officers for 2020 are Samantha, Chair; Carrie, Vice-Chair; Anil, Treasurer; and Robert, Secretary.

6. Meeting adjourned at 10:50 am.

Respectfully Submitted,

Robert Lee