



Visalia Tourism Marketing District
Board of Director's Special Meeting Minutes
Friday, December 2, 2022, 10:00 AM
Via Zoom

1. **Call to Order** – Carrie Grover, Chair. Present: Samantha Rummage-Mathias, Robert Lee and Suzanne Bianco.
2. **Public comments**- None
3. **Action Items:**
 - a. **Accept the 2023 MMGY Media Plan** – less PR for a grand total of \$373,700. Carrie made motion, Samantha seconded, and motion passed unanimously.
 - b. **Hotel Beds Renewal totaling \$7,500** – there was discussion about a 3:1 return as rule of thumb for return on marketing costs. Last year's return met this threshold and in the hopes of more traction next year, Samantha motioned for approval, Robert seconded, and motion carried.
 - c. **Marketing funds of \$6,700-Brand USA Global Inspiration Program** motioned for approval by Robert, seconded by Samantha and passed unanimously.
4. **Consent items:**
 - a. **Board Minutes** – August 24th, September 26th, and November 16th
 - b. **Treasurer's Report** – August 2022 and October 28, 2022Consent items motioned for approval by Samantha, seconded by Robert and passed.
5. **Discussion items:**
 - a. **MMGY 2023 Media Plan:** There was extensive discussion regarding their previous presentation and review of revised 2023 Media Plan & Recommendations. It was decided to delete the Public Relations portion totaling \$40,000 but be open to using a different 3rd party or even MMGY later as conditions change.
 - b. **Photo Asset Development w/ Kreative Content** – Costing \$50,000 and in coordination with MMGY, the work is nearly finished. Suzanne to check.
 - c. **Autism Video Series with Zach Green Production** – wrapping up the 2nd of 3 videos. Visalia will soon be the first Certified Autism Destination in the nation.
 - d. **Board of Directors – 2023 Officers:** Meeting tentatively set for January 3, 2023.
6. **Adjourn** at 11:00 am.

Respectfully submitted,
Robert Lee