



Visalia Tourism Marketing District Board of Directors SPECIAL Meeting
Comfort Suites 210 E Acequia Ave, Visalia, CA 93291 Visalia CA 93291
Wednesday, March 1, 2023, 8:00 AM

1. Call to Order
Carrie Groover, Chair
2. Public comments
Verbal Public Comment - Call (669) 900-6833; state and spell your name, mention the agenda item you are calling about. Time allowed for comments on subject matters pertaining to items on the agenda. Each speaker will be allowed three minutes. No action can be taken on items mentioned in public comment at this time.
3. Consent items:
 - a. **Approval of Minutes:**
Approve minutes from Regular Board Meeting – December 2, 2022
 - b. **Treasurer’s Report:**
Approve Treasurer’s report –Jan 1- Feb 13, 2023
4. Action Items
 - a. Approval of the 2023 Proposed VTMD Budget
 - b. Election of the 2023 Board of Directors
 - c. Lease renewal for 112 E Main Street-expired 12/31/2022; currently month-to-month
 - d. Go Native Cultural Event Sponsorship through Sequoia Riverlands Trust: \$2,500
 - e. CVB Request for Marketing Support for consideration
 - i. Go Native Cultural Event: Sponsorship of this event is through Sequoia Riverlands Trust. We supported the event last year and they are hoping we can do so again this year. The event will be held May 27 at Kaweah Oaks Preserve. As a note, we will no longer be the title sponsor as CACHE has also stepped in as a co-sponsor. CACHE is The Center for Art Culture and History in Exeter
Cost: \$2,500
 - ii. CA Road Trips Magazine: Magazine publishes in June and has a circulation of 1 million copies 600,000 of which are delivered with DotDash Meredith magazines like Travel + Leisure, Better Homes and Gardens, Food and Wine, etc. Visit CA is supporting this with a 30% contribution.
Cost: 1/4 page = \$5,515 | 1/2 Page = \$10,167 (last year we did a 1/2 page at \$7,500)
 - iii. USA Today Go Escape Summer Travel: This is a stand-alone publication with 4-6 week shelf life available for purchase at \$4.95 each. Artwork due May 2023
Cost: Full page: \$12,500 (Rate card \$49,500)
1/2 page is \$6,250 | 1/4 page is \$3,125



- iv. Visit Visalia Brochure Redesign: As you requested, I reached out to MMGY to redesign the Visit Visalia brochure. See contract with Cost: \$12,500 (Plus additional for printing – est. \$8,000)
- v. Sunset Magazine ads and newsletter sponsorships

5. Discussion items

- a. Contract. MOU with VCVB
- b. 2023 VTMD Board of Directors Meeting Schedule:
 - i. Feb 22, 2023
 - ii. May 24, 2023
 - iii. August 23, 2023
 - iv. November 15, 2023 (changed due to Thanksgiving Holiday)
- c. 2023 Beds Online: Visit [Visalia](#)

6. Good of the Order

7. Adjourn - Next Meeting: Wednesday, Wednesday, May 24, 2023 at 9:00am
Visalia Marriott Hotel, 300 S. Court St. Visalia CA 93291.

In compliance with the American Disabilities Act, if you need special assistance to participate in meetings call (559) 334-0141 48-hours in advance of the meeting. For Hearing Impaired, call (559) 334-0141 48-hours in advance of the scheduled meeting time to request signing services.