



Visalia Tourism Marketing District Board of Directors SPECIAL Meeting Minutes  
Wednesday, March 1, 2023, 8:00 AM

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**1. Call to Order**

Carrie Groover, Chair, Present: Anil Chagan, Samantha Rummage-Mathias, Michael Seaward.

**2. Public comments-None**

**3. Consent items:** Minutes of December 2 2022, along with the January 1-Feb 13 2023 financial reports were reviewed, motioned for approval by Anil and, seconded by Samantha and passed unanimously.

**4. Action Items:**

- a. **Approval of the 2023 Proposed VTMD Budget**-The 2023 TMD Budget was presented and reviewed, motioned for approval by Samantha and seconded by Mike and passed unanimously.
- b. **Election of the 2023 Board of Directors**-The 2023 TMD Board of Directors unanimously approved the following officers: Carrie Groover-Chair, Anil Chagan-Treasurer, and Mike Seaward
- c. **Lease renewal for 112 E Main Street**-Tabled
- d. **Go Native Cultural Event Sponsorship**-Anil motioned we decline \$2500 sponsorship, ask that we go back to the group and offer support thorough PR, local and google ad buys to help promote event. Look at doing a package on A-Res to track bookings by adding food and beverage ticket or free handmade item etc. Samantha second. Passed unanimously.
- e. **CA Road Trips Magazine**-motioned for ½ page (\$5,551) by Samantha and seconded by Anil, and passed unanimously.
- f. **USA Today Go Escape Summer Travel**-Samantha motioned to decline participation in USA Today, Anil seconded, motion unanimously passed.
- g. **Visit Visalia Brochure Redesign**-Anil motioned to have the CVB vote on cost of re-design of VV Brochure utilizing the \$36,000 monies from TMD in their budget. Samantha seconded and passed.
- h. **Sunset Magazine ads and newsletter sponsorships**-Samantha motioned to decline any purchase at this time. Mike second. Passed unanimously.

**5. Discussion items:**

- a. **Contract. MOU with VCVB**-Members discussed potential MOU with VCVB.
- b. **2023 VTMD Board of Directors Meeting Schedule:** Discussed meeting schedule to change moving forward to 8am start instead of the 9am meeting time.
  - i. Feb 22, 2023
  - ii. May 24, 2023
  - iii. August 23, 2023
  - iv. November 15, 2023 (changed due to Thanksgiving Holiday)

**6. Adjourn** at 10:12am - Next Meeting: Wednesday, Wednesday, May 24, 2023 at 8:00am, Visalia Marriott Hotel, 300 S. Court St. Visalia CA 93291.

Submitted:  
Carrie Groover