



Visalia Tourism Marketing District
Board of Director's Special Meeting Minutes
Wednesday, August 24, 2022, 9:10 AM
Meeting at Marriott Hotel

1. **Call to Order** – Carrie Grover, Chair. Present: Anil Chagan, Samantha Rummage-Mathias, Robert Lee, Michael Seaward, and Suzanne Bianco. Guests: Nick Macia & Adrian Reynosa. Also present only for their presentations: the four member MMGY team lead by Leah Swofford, Tim Switzer, Dustin Sharp and Cynthia Zavala.
2. **Public comments**- None
3. **Consent Items:** Minutes of February 23, 2022, March 2, 2022, and May 6, 2022 along with the July 31, 2022 financial reports were reviewed, motioned for approval by Samantha, seconded by Robert and passed unanimously.
4. **Discussion items:**
 - a. **Presentation by MMGY:** it was great to have this team attend our meeting, especially with the departure of Nellie. During their 2 days in town beside attending our Board meeting they will be visiting Sequoia/Kings National Park, dine at local restaurants and visit local attractions. Their team gave an overview of their work and presumably their PowerPoint will be shared. There were questions of lower national park visitation this season; note of the higher \$31 CPA; information and assets that can be shared; reviving PR efforts; breakout various categories to determine ROI and next year's budget. MMGY team left after their presentation.
 - b. **HotelBeds.com** – coop with Visit California, about a month has passed on this 3-month coop; early numbers were reviewed.
 - c. **Symphony** – may need to tweak the selected 50 local sites and time spend at locations.
5. **Action Items**
 - a. Anil motioned the TMD budget \$50,000 for the 2023 year to handle IBCCES Certified Autism Center renewals. Robert seconded the motion and it passed.
 - b. Anil motioned to approve \$48,800 contract with Kreative Content to develop a video asset library. Robert seconded and the motion passed unanimously.
 - c. Robert motioned to compensate up to \$1,000 a family that will be used to the production of an autism video. Anil seconded and the motion passed unanimously.
6. **Adjourn** at 11: 10 am



Next meeting scheduled for Wednesday, November 16, 2022 at 9:00 am, Marriott Hotel.

Respectfully submitted,

Robert Lee