



Visalia Tourism Marketing District
Board of Director's Special Meeting Minutes
Monday, September 26, 2022, 10:05 AM
Via Zoom

1. **Call to Order** – Carrie Grover, Chair. Present: Anil Chagan, Samantha Rummage-Mathias, Robert Lee, Michael Seaward, and Suzanne Bianco.
2. **Public comments**- None
3. **Action Items:**
 - a. **Employee Recruitment** – There was discussion about sharing costs with the CVB. In view of TMD's continued monthly payroll support of \$5,500 to the CVB during the Executive Director ("ED") vacancy, Samantha made motion to contribute \$5,000 towards ED recruitment fees incurred by the CVB, Robert seconded, and motion passed unanimously.
 - b. **Funds for Tourism Events** – There was discussion about tourism events being developed by McKellar Farms as well as Soccer City's Spring Fling. Both events were in the early planning stages, with Soccer City having a greater potential for fill hotel rooms. Samantha motioned for up to \$2,000 as needed for the Soccer City event marketing, Robert seconded, and motion carried.
4. **Discussion items:**
 - a. **MMGY Planning Session:** A meeting with MMGY to develop a business plan with goals and target markets for 2023 is tentatively set for Wednesday, October 5th @ 9:30 am.
 - b. **California Welcome Center** – Visit California is releasing an RFP for a new Welcome Center. It was suggested this be referred to the CVB.
 - c. **Holiday Decor** – the COV contract requires the development of a local feature/attraction. A signature holiday décor item that would attract visitors has been mentioned. Samantha hinted the high cost be offset with the CVB funding material. Mike to check with the Chamber's Leadership class for help.
 - d. **American Parks Network Ad:** the TMD's Visit Visalia ad scheduled for the 2022 Oh Ranger Guide did not print due to supply chain delays. We were promised a free ad in next year's in next year's guide.
5. **Adjourn** at 11:17 am. Next meeting scheduled for Wednesday, November 16, 2022 at 9:00 am, Marriott Hotel.

Respectfully submitted,

Robert Lee