



**Visalia Tourism Marketing District
Board of Director's Regular Meeting Minutes**

Wednesday, August 25, 2021, 11:15 AM

Wyndham Hotel Visalia

1. **Call to Order** – Samantha Rummage-Mathias, Chair. Present: Anil Chagan, Carrie Groover, Robert Lee, and Nellie Freeborn. Also present only for their presentation, the six member MMGY team lead by Leah Swofford.
2. **Public comments** - None
3. **Presentation by MMGY:** There were extensive performance reports given. While the MMGY team was generally satisfied with the year over year performance, it was noted there was a tracking glitch on our web site during the 2nd half of July that skewed (under report) their data. The Board questioned the high CPA cost of paid media from Travel Desk – discussion followed. The Adara platform, a \$20K value, is being offered to us by MMGY at no additional cost. MMGY recommended an Expedia coop with Visit California's template that would run 2 months of our choosing. Our \$10k for creative would be matched 1:1; MMGY estimate \$3-5k to manage this work. MMGY will forward their presentation deck to us.
4. **Consent Items:** Minutes of May 27, 2021 and the August 20, 2021 financial report were reviewed. With the caveat on the financials that GL #6050 AMF Contract be rolled into GL #6450 MMGY Contract, both were motioned for approval by Robert, seconded by Carrie and passed unanimously.
5. **Discussion items:**
 - a. **MMGY** – The board was in favor of the Expedia coop and their managing of the site within their current budgeted contract. The Board expressed disappointment with aRes's 10% conversion. Nellie to work with Drozian on either a park pass or gas card package to drive visitors to the aRes site as well reviewing the efficacy of aRes. Nellie was directed to work to MMGY in targeting business customers as well as the current tourism market, both are allowed as part of the TMD mission.
 - b. **TMD Renewal – Civitas Contract** – discussed parameters for the renewal of the VTMD which currently terminates December 2022.



- c. **Officers** – Discussion about officers for the new year. The recommendation for the next Board meeting was to have Carrie as Chair, Samantha-Vice Chair, Anil and Robert remain Treasurer and Secretary, respectively.
- d. **Other matters** - Certified Autism Center production cost of 3 videos were discussed. Support for Visalia Heritage’s walking tour of Visalia Then and Now was reviewed. Finally, 2022 meeting dates tentatively set for February 23rd, May 25th, August 24th and November 16th.

6. Action Items:

- a. Carrie motioned that Executive Director (ED) Nellie be authorized to enter into an agreement with Civitas to work through to completion the legal process of renewing Visalia’s Tourism Marketing District.
- b. Carrie motioned ED Nellie be authorized to enter into a one-year agreement with Visalia Heritage at a cost of \$1,200.
- c. Carrie motioned ED Nellie be authorized to spend up to \$10,000 to enter into an agreement with either Go Creative Group or two other potential vendors to develop three videos supporting the Certified Autism Center initiative.
- d. Carrie motioned that VTMD pay the VCB annual membership fees (totaling \$1,500) for its participating VTMD hotels for the July 2021 to June 2022 fiscal year.
- e. Anil seconded Action Items a-d and they passed unanimously.

7. Good of the Order – there was discussion about the need for businesses and hotels to buy into being designated IBCCES certified and having the onsite audits.

8. Adjournment – meeting adjourned at 1:30pm.

Respectfully submitted,

Robert Lee