



Visalia Tourism Marketing District  
TMD Board of Director's Quarterly Meeting Agenda

Wednesday, July 31, 2019, 8:30am

Comfort Suites Visalia Downtown, 210 E. Acequia Ave, Visalia, CA 93291

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1. Call to Order
2. Public comments  
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. Minutes for January 24, 2019, February 4, 2019, and April 24, 2019 meetings
  - b. Financial Statements as of June 2019
4. Discussion items:
  - a. Review AMF Public Relations Plan
  - b. Review AMF Marketing Plan
  - c. Review options for tourism marketing support (budget line item)
  - d. Suggestions for October Board Director's election for January 2020 term
5. Action items:
  - a. Motion to accept the 2019 Budget.
6. Good of the Order
7. Staff dismissed
8. Adjourn

**Notes:**

Last meeting, 4/24/2019 the following items were requested 1) Restaurant guide revamped, completed June 2019 2) Adventure Park social media, post on May 19 and press release for June's opening of Sequoia Springs 3) MML social media, post on May 15 4) AMF social media campaign/post/boost started in May 5) Visit Visalia Hotel Guide sheet created to have in office for visitors 6) Research ways to receive Visit Visalia money, results – need 7) Ability to offer Hotel community wide discount or special on/from Visit Visalia website 8) Public/ribbon cutting event to take place end of August 8) working on press release from AMF on award winning Visit Visalia logo 9) AMF's next filming project to include agriculture, locally made, craft beer, and outdoors/family activities the week of June 23

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