



Visalia Tourism Marketing District
Board of Director's Special Meeting Minutes
Friday, January 28, 2022, 12:40 PM
Meeting at Visalia Marriott

1. **Call to Order** – Carrie Groover, Chair. Present: Anil Chagan, Robert Lee, Samantha Rummage-Mathias, Nellie Freeborn, and guest Michael Seaward.
2. **Public comments**- None
3. **Consent Items:** Minutes of December 22, 2021 and December 31, 2021 financial reports were reviewed, motioned for approval by Robert, seconded by Samantha and passed unanimously.
4. **Discussion items:**
 - a. **MMGY 2022 scope of work and budget:** their scope of work and budget was reviewed in detail. Nellie will get clarification on several minor items before executing their contract.
 - b. **2022 Marketing services & other expenses** – during the last meeting Nellie was directed to present a prioritized spend. After an extensive review of several items and pending a reference check and presentation by Arrivalist representative, the approximate spend settled around \$150,000. Anil will draft a budget to incorporate these additional line items.
 - c. **Sponsorship opportunities** – Nellie presented a local PBS Big Tree documentary, Go Native set for May 2022 and Soccer City. Discussion followed.
5. **Action Items**
 - a. The Board approved unanimously to sponsor GoNative! Event for \$2,500 and Soccer City for \$5,000.
6. **Adjourn** at 2:10 pm

Respectfully submitted,

Robert Lee