



Visalia Tourism Marketing District
Board of Directors Special Meeting
Wednesday, February 23, 2022, 9:20am
Visalia Marriott – 300 S. Court St, Visalia CA 93291

1. Call to Order - Carrie Groover, Chair. Present: Anil Chagan, Robert Lee, Samantha Rummage-Mathias, Michael Seaward and Nellie Freeborn.
2. Public comments - None
3. Consent items:
 - a. **Approval of Minutes from January 28, 2022:** Anil motioned, Samantha seconded and minutes approved unanimously.
 - b. **Treasurer's Report:** Financial report as of February 21, 2022 was not reviewed.
4. Discussion items:
 - a. Arrivalist Presentation by Brooke Burnham Weick followed by questions and extensive discussion. The Board was in favor of the \$35,000 package with the hopes that the CVB will coop \$10,000 of the annual cost.
 - b. The 2022 Budget was further discussed increasing the 6210 Tourism Marketing to approximately \$195,000; MMGY contract at \$350,000 will be further refined effective March 1, 2022 to February 28, 2023, and prorated for 2022 budget year; and adjusting TMD renewal reflecting monies already spent. Will hold a special meeting March 2, 2022 to review and approve revisions.
 - c. GoNative! Sponsorship – Nellie outlined the marketing plan for this May 14th event.
5. Action items:
 - a. Anil motioned to elect Michael Seaward, General Manager of the Darling Hotel as VTMD Board Member, Robert seconded, and his election approved unanimously.
6. Good of the Order - none
7. Adjourned at 11:00 am.

Respectfully submitted,

Robert Lee