



Visalia Tourism Marketing District Board of Director's Meeting Agenda

Wednesday, July 22, 2020, 11:00 AM

Teleconference Meeting:

<https://us02web.zoom.us/j/87958476074?pwd=R1NnL2hKb2F4ekg3Z1Q4WmF0SXZ2QT09>

Conference Call Number: 669-900-6833

Meeting ID: 879 5847 6074 | Password: 557551

1. Call to Order – Samantha Rummage-Mathias, Chair
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. Approval of Minutes:
 - i. VTMD Board Meeting 5.27.2020
 - b. Financial Statement:
 - i. Approve Treasurer's Report – June 2020
4. Discussion items:
 - a. MMGY Marketing Performance:**
MMGY team will provide an update on key indicators, goals and future planning/recommendations.
 - b. Road Trip Campaign:**
Staff will provide an update on bookings and marketing efforts.
 - c. VTMD Budget Status:**
The Board will discuss TMD revenue projections based on forecasted data, review annual budget impacts and consider a recommendation for moving forward with a new marketing agreement with MMGY.
 - d. VCVB Membership Fees:**
Board to discuss VTMD member agreement whereas the VTMD agrees to pay VCVB annual membership fees for its participating VTMD hotels for the July 1 2020 – June 30, 2021 fiscal year.
 - e. Discount Bounce Back Offer**



Board to discuss and consider a bounce back offer, need times and dates.

f. WIB Grant Funds

The Workforce Investment Board of Tulare County has been tapped to administer the Tulare County Small Business Grant Program. Eligible businesses include non-profit businesses with 20 full-time employees or less, as well as independent contractors. Grant funding may be used to cover businesses expenses incurred between March 19 – September 30, 2020. Staff recommends that the Visalia Tourism Marketing District Board of Directors apply for the Tulare County Small Business Grant Program in the amount of up to \$5,000.00 and if awarded, authorize the Executive Director to execute the standard agreement.

g. Meeting Dates

Board members to review 2020 meeting dates to revert back to a quarterly meeting format.

5. Action items:

- a. Authorize the Executive Director to apply for the Tulare County Small Business Grant Program and if awarded, execute the standard agreement.
- b. Authorize the Executive Director to review and approve the standard agreement with MMGY for the continuation of marketing services, up to \$50,000.00.
- c. Authorize the Treasurer to pay VCVB annual membership fees for its participating VTMD hotels for the July 1 2020 – June 30, 2021 fiscal year.
- d. Authorize the Executive Director to adjust meeting dates back to quarterly meetings for the balance of the 2020 budget year.

6. Good of the Order

7. Adjourn

Notes:

In compliance with the American Disabilities Act, if you need special assistance to participate in meetings call (559) 334-0141 48-hours in advance of the meeting. For Hearing Impaired, call (559) 334-0141 48-hours in advance of the scheduled meeting time to request signing services.

Written materials relating to an item on this agenda submitted to the Advisory Body are available for public inspection in the Visit Visalia Office, at 112 E. Main Street, Visalia, CA 93291, during normal business hours.