



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

Thursday, October 28, 2020, 11:05 AM

Zoom Teleconference Meeting

1. **Call to Order** – Samantha Rummage-Mathias, Chair. Present: Anil Chagan, Carrie Groover, Robert Lee and Nellie Freeborn. Guests: MMGY team lead by Amber Kuhnert plus 4 team members and Leslie Caviglia
2. **Public comments**- None.
3. **Discussion items:**
 - a. **MMGY September Monthly Report** – MMGY's team reviewed the campaign to date. Benchmarks were exceeded prior to the fires which resulted in conversions, paid social media efficiency and CPA to all decline. LA remains our primary market. Creative refresh messages for brand with different video lengths and the gas card offers were presented. MMGY will provide their overview presentation the short videos to Nellie.
 - b. **2021 VTMD Budget** – Nellie presented the revised budget based highlighted by \$500k of assessment collections and \$390k for MMGY's work. Discussion followed.
 - c. **2021 Marketing Services** - Nellie to negotiate a \$350,000 annualized budget with MMGY to incorporate adjustments should our revenues change or changes to the market. Agreement draft to be shared with Board for input.
 - d. **Regular Meeting Dates:** Set for February 24th, May 26th, August 25th and November 17th.
4. **Consent Items:** Minutes of July 22nd and September 17th along Financial reports dated October were motioned for approval by Carrie, Anil seconded and passed unanimously.
5. **Action Items:**
 - a. Motion by Robert to accept 2021 Budget, second by Carrie and passed unanimously.



- b. Motion to authorize Nellie to extend marketing services with MMGY and to negotiate an agreement for the 2021 calendar year for an amount up to \$350,000. Motion by Carrie, Anil seconded and passed unanimously.
- c. Motion by the Board to create three vacant seats – two in the 20-50 room property size (America’s Best and Majestic Inn) and one in the 51-99 category (Holiday Express). Anil motioned; Robert seconded and passed unanimously.
- d. Anil motioned to reappoint the Visalia TMD officers as follows for the 2021 calendar year: Chair – Samantha; Vice Chair -Carrie; Secretary – Robert and Treasurer – Anil. Robert seconded and motion passed unanimously.
- e. Anil motioned to re-elect Robert and Carrie for another 2 year term expiring December 31, 2022. Samantha seconded and motion passed unanimously.

6. **Good of the Orders:** Sequoia Lodge sold and will be converted into housing.

7. **Adjourn** at 12:25 pm

Respectfully submitted,

Robert Lee