



**Visalia Tourism Marketing District  
Board of Director's Special Meeting Agenda**

Wednesday, May 27, 2020, 11:08 AM

Teleconference Meeting

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1. **Call to Order** – Samantha Rummage-Mathias. Present: Anil Chagan, Carrier Groover, Robert Lee and Nellie Freeborn. Guests: Leslie Caviglia and the MMGY Marketing lead by Amber Kuhnert and 3 team members.
2. **Public comments**- None.
3. **Discussion items:**
  - a. **MMGY Marketing** – Amber and her team reviewed their data research and presented their creative and digital marketing plan for the next two months emphasizing Sequoia National Forest and our backyard theme. The campaign will kick off June 1<sup>st</sup> and is adaptable to Sequoia National Park when it opens. Discussion followed. MMGY left the conference after their presentation.
  - b. **Road Trip Campaign** – Nellie shared the analytics of our audience reach. We captured 1,300 new users as a result of our recent efforts. Our gas card just launched Tuesday (May 19, 2020). To receive a gas card the traveler will need to book through aRes with a minimum of 2 nights stay.
4. **Consent items:** Minutes of the April 15, 2020 VTMD Board Meeting and the YTD financial report, January 1 to May 22, 2020, were motioned for approval by Anil, seconded by Robert and passed unanimously.
5. **Action items:** None
6. **Adjourn** at 12:05pm

Respectfully submitted,

**Robert Lee**