



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

Wednesday, July 22, 2020, 11:04 AM

Zoom Teleconference Meeting

---

1. **Call to Order** – Samantha Rummage-Mathias, Chair. Present: Anil Chagan, Carrier Groover, Robert Lee and Nellie Freeborn. Guests: Leslie Caviglia and the MMGY team lead by Amber Kuhnert and 3 team members.
2. **Public comments**- None.
3. **Consent Items:** Anil motioned approval of May 27, 2020 meeting minutes and July 17, 2020 financial report. Robert seconded and passed unanimously.
4. **Discussion items:**
  - a. **MMGY Marketing Performance** – D. Riley gave a detailed report on key indicators, honing in our marketing messaging, targeted and social media market measured via CPA and CPE. MMGY felt they met and exceed their short-term goals. Their June 2020 report is attached to these minutes. MMGY left the meeting after their presentation. The Board was favorably impressed with the report.
  - b. **Road Trip Campaign** – Nellie reported 48 of 63 rooms booked were due to gas card program. Starting in early August MMGY will take over the program.
  - c. **Budget Status:** Anil believes VTMD assessments will remain depressed by 50% of last year. Because our cash position is strong, we will move forward with the next round of MMGY funding totaling \$50,000. Nellie to confirm the period covered.
  - d. **VCVB Membership Fees:** When the VTMD was formed, it was represented that the VTMD would pay the qualifying property's VCVB membership dues. Today 16 properties would be affected and accordingly \$1,600 would need to be paid.
  - e. A fall/winter Bounce Back offer was discussed. Nellie to provide more details at a later meeting.



- f. **WIB Grant Funds:** Nellie reported a grant of up to \$5,000 is available and she wanted the VTMD to apply.
- g. **Meeting Dates:** It was suggested we return to regularly scheduled quarterly Board meetings and have Special meetings as needed.

5. **Action Items:**

- a. Motion by Anil to authorize the Executive Director to apply for the Tulare County Small Business Grant Program up to an amount of \$5,000 and to execute the standard agreement. Robert seconded and passed unanimously.
- b. Robert motioned to authorize the Executive Director to review and approve the standard agreement with MMGY for the continuation of marketing services in the approximate amount of \$50,000. Anil seconded and passed unanimously.
- c. Carrie motioned the VTMD to pay VCVB's annual membership dues for its 16 participating VTMD hotel properties totaling \$1,600. Robert seconded and the motion passed unanimously.
- d. Anil motioned that Board meetings return to regular quarterly scheduled time, with the next meeting scheduled for October 28, 2020 at 11:00 am. Robert seconded and passed unanimously.

6. **Good of the Orders:** None

7. **Adjourn** at 12:15pm

Respectfully submitted,

**Robert Lee**