

# Visalia Tourism Marketing District

## Special Board of Directors Meeting Minutes

November 20, 2019

8:38 am

Comfort Suites, Downtown Visalia.

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### 1. Call to Order:

Present: Anil Chagan, Robert Lee, Samantha Rummage-Mathias, and Carrie Groover, Manish Daya and Nellie Freeborn.

Guests: Leslie Caviglia and Val Vaz via conference

### 2. Public comments – there were none.

### 3. Consent Items: Minutes of October 23, 2019 were motioned from approval by Samantha seconded by Manish and unanimously approved.

### 4. Discussion Items:

- a. There have been no new aRes Travel bookings since the last report.
- b. Anil reported the loans to the City and the CVB in the respective amounts of \$30,000 and \$16,500 will be fully paid January 2020.
- c. Val Vaz of AMF was teleconferenced for her presentation the 2020 Marketing Plan. After the teleconference ended, the Board expressed concern with AMF's management/PR costs at 50% and turnover of our account representatives. Other marketing firms' proposals and review of the AMF contract to be put back on agenda for another Special Meeting tentatively set for November 26th.

### 5. Action Item:

- a. The 2020 Budget in the various categories with more specific breakouts to be determined was motioned for approval by Robert, seconded by Samantha and unanimously approved.
- b. Robert motioned Anil, Manish and Samantha for an additional 2 year term, expiring December 2021. Manish seconded and passed unanimously.
- c. Samantha motioned to appointed Visalia TMD officers for 2020 are Samantha, Chair; Carrie, Vice-Chair; Anil, Treasurer; and Robert, Secretary. Robert seconded and passed unanimously.

### 6. Meeting adjourned at 10:45 am.

Respectfully Submitted,

Robert Lee