

Visalia Tourism Marketing District

Special Board of Directors Meeting Minutes

November 26, 2019

1:40 pm

Comfort Suites, Downtown Visalia.

1. Call to Order:

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

Guests: Leslie Caviglia

2. Public comments – there were none.

3. Consent Items: None.

4. Discussion Items:

There was discussions that account management fees by marketing firms are typically 15 to 20% and that AMF by separately breaking out public relations amounted to a much higher fee. The Board briefly reviewed 3 other marketing firms' proposals as well one of their campaign pieces which seemed more cohesive on messaging than the work AMF has done to date. There was further discussion about modifying AMF's contract because of their changes of personnel has resulted in less than satisfactory marketing efforts. It was agreed to have Nellie and either Samantha or Anil have a separate teleconference call with AMF about our concerns.

5. Meeting adjourned at 3:05 pm.

Respectfully Submitted,

Robert Lee