

Visalia Tourism Marketing District

Special Board of Directors Meeting Minutes

July 31, 2019

8:37 am

Comfort Suites, Downtown Visalia.

1. Call to Order:

Present: Anil Chagan, Robert Lee, Samantha Rummage-Mathias, Carrie Groover and
Guests: DeMea Metcalf, Val Vaz Katie Knowland.

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

3. **Consent Items:** Minutes of January 24th, February 4th, and April 24th along with the June 20, 2019 Financial Statements were unanimously approved.

4. Discussion Items:

a. There was concern regarding a slowing of travel as reflected the first 4 months of TMD assessment collections. There was also a brief discussion and follow up from February and April's meetings about an additional \$10,000 tourism marketing budget.

b. AMF representatives discussed their Public Relations Plan and Marketing Plan and handed out Second Quarterly Report.

c. The Board directed AMF to use "More than a Gateway" as our tagline.

5. **Action Item:** Members of the Board previously had discussion and a demonstration of aRes Travel's booking platform. Robert motion and Samantha seconded spending \$7,500 to engage their platform only our website. Motion passed unanimously.

6. Meeting adjourned at 10:00am.

Respectfully Submitted,

Robert Lee