

Visalia Tourism Marketing District

Special Board of Directors Meeting Minutes

December 14, 2018

1:40 pm

Comfort Suites, 210 E. Acequia, Visalia, 93291

1. Call to Order:

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

Guests: Dave Cox with AMF Media Group

2. Public comments – there were none.

3. AMF marketing plan was reviewed extensively and adjustments made to the tagline. There was discussion about having January 31, 2019 as the unveiling party for the TMD logo.

4. Board Meeting Action Items:

- a. The 2019 Budget reflecting income at \$587,000, expenses totaling \$479,540 and anticipating the payment of CVB loan, City of Visalia loan, one time office expense and reserves totaling \$107,460 was motioned for approval by Carrie and seconded by Manish was passed unanimously.
5. There being no further discussion, the meeting adjourned at 3:00 pm.

Respectfully Submitted,

Robert Lee