



Visalia Tourism Marketing District

Wednesday, October 28, 2020, 11:00am

Teleconference Meeting:

<https://us02web.zoom.us/j/88360077479?pwd=M3dJYlEwZkRMdFRKSlJ6N3ZWTnNOZz09>

Conference Call Number: 1 669 900 6833 | Meeting ID: 883 6007 7479 | Password: 218175

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1. Call to Order  
Samantha Rummage-Mathias, Chair
2. Public comments  
Verbal Public Comment - Call (669) 900-6833; state and spell your name, mention the agenda item you are calling about. Time allowed for comments on subject matters pertaining to items on the agenda. Each speaker will be allowed three minutes. No action can be taken on items mentioned in public comment at this time.
3. Consent items:
  - a. **Approval of Minutes:**  
Approve minutes from July 22, 2020  
Approve minutes from September 17, 2020
  - b. **Treasurer's Report:**  
Approve Treasurer's report – as of October 22, 2020
4. Discussion items:
  - a. **MMGY September Monthly Reporting:**  
MMGY team will provide an update on key performance indicators, goals and future planning/recommendations.
  - b. **2021 VTMD Budget Review:**  
Present, discuss 2021 TMD Budget - the board will discuss 2021 TMD forecasted income and expenses, review 2021 annual budget projections.
  - c. **2021 Marketing Services:**  
Discuss marketing agency contract and budget allocation recommendations for the 2021 calendar year.
  - d. **2021 VTMD Regular Meeting Dates: (Quarterly meeting, 4<sup>th</sup> Wednesday of the month)**  
February 24, 2021  
May 26, 2021  
August 25, 2021  
November 17, 2021 (adjusted due to the holiday)



5. Action items:

- a. Motion to accept the proposed 2021 Budget
- b. Motion to authorize the Executive Director to extend marketing services with the agency of record, MMGY. Approve and sign an Agreement and Statement of Work for the 2021 calendar year, up to \$350,000.00.
- c. Board vote to create Board vacancies
- d. 2021 VTMD Officers

Motion to re-appoint the Visalia TMD Officers as follows for the 2021 calendar year:

Chair: Samantha Rummage-Mathias

Vice-Chair: Carrie Groover

Secretary: Robert Lee

Treasurer: Anil Chagan

- e. Motion to re-elect the VTMD Directors whose terms expire December 31, 2020 for an additional 2 years-new term expiration is December 31, 2022:
  - i. Robert Lee, Owner - Lamp Liter Inn
  - ii. Carrie Groover, General Manager – Visalia Marriott

6. Good of the Order

7. Adjourn

**Notes:**

*In compliance with the American Disabilities Act, if you need special assistance to participate in meetings call (559) 334-0141 48-hours in advance of the meeting. For Hearing Impaired, call (559) 334-0141 48-hours in advance of the scheduled meeting time to request signing services.*