



Visalia Tourism Marketing District
VTMD Board of Director's Quarterly Meeting Minutes
Wednesday, April 15, 2020, 11:11am
Teleconference Meeting

1. Meeting Called to Order by Samantha Rummage-Mathias. Present – Anil Chagan, Carrier Groover, Robert Lee, Manish Daya and Nellie Freeborn – Executive Director; Guests Leslie Caviglia.
2. Public comments - None
3. Consent items:
 - Special VTMD Board meeting minutes from November 20 & 26, 2019, December 24, 2019 and February 21, 2020 were reviewed and motioned for approval by Robert, seconded by Anil and passed unanimously.
 - Financial report dated March 31, 2020 was reviewed motioned for approval by Carrie, seconded by Anil and passed unanimously.
4. Discussion items:
 - **VTMD assessment reviewed** - Board to reviewed 2018 & 2019 assessment revenues and a projection for the remainder of 2020 based upon impact of COVID-19. A 50% drop in assessments is projected for the balance of the year provided there is some return to normalcy in travel by May/June.
 - **Marketing Services** - Nellie prepared a spreadsheet comparative of the marketing finalists, BCF and MMGY, and their competing \$350,000 proposals. There was extensive discussion.
 - **VTMD Board of Directors Meeting** - The VTMD Board of Directors per its By-Laws holds a regular quarterly meeting. With the current pandemic's adverse impact upon travel, the Board believed more frequent monthly meetings will be needed. A call for special meetings for the 4th Wednesday of each month @ 8:30 was generally believed to be the course of action.
5. Action items:
 - **Marketing Services** – Anil motioned to pursue a contract with MMGY, seconded by Manish and passed unanimously.
6. Adjourn: 12:10pm

Respectfully submitted,

Robert Lee