



Visalia Tourism Marketing District Board of Directors Regular Meeting

Wednesday, August 25, 2021, 11:00am
Wyndham Hotel Visalia

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. Presentation:
 - a. MMGY to Present:
 - i. Quarterly Performance Reports
 - ii. Fall/Need Period Promotions for Board Consideration
 - iii. VisitCA co-ops program suggestions for board consideration
 - iv. Platforms and intelligence recommendations such as Adara
4. Consent items:
 - a. **Approval of Minutes:**
Approve minutes from May 26, 2021
 - b. **Treasurer's Report:**
Approve Treasurer's report – as of Aug 2021
5. Discussion items
 - a. **MMGY Presentation**
Discuss presentation, options to move forward with or table
 - b. **TMD Renewal - Civitas Contract**
Staff to present and discuss renewal agreement with Civitas, the legal firm that helped establish the district and will guide the legal process to begin the Tourism Marketing District (TMD) renewal process.
 - c. **VCVB Membership Fees:**
Board to discuss VTMD member agreement whereas the VTMD agrees to pay VCVB annual membership fees for its participating VTMD hotels for the July 1 2021 – June 30, 2022 fiscal year
 - d. **Officers**
Discuss Officers for the 2022 calendar year, open seats and re-election of Board Members
 - e. **2022 Budget**
Discuss marketing agency renewal and budget allocation recommendations for the 2022 calendar year



f. Visalia Heritage App

Discuss and consider sponsoring Visalia Heritage walking tour app based on the Visalia Then and Now Walking Tour

g. Certified Autism Center – Video Development Expense

Discuss video development and expense

h. 2022 Meeting Dates: (Quarterly meeting, 4th Wednesday of the month)

- February 23, 2022
- May 25, 2022
- August 24, 2022
- November 16, 2022 (meeting one week earlier to accommodate for the Thanksgiving holiday)

6. Action Items

- a. Motion to authorize the Executive Director to enter into an agreement with Civitas, the legal firm that helped establish the district and will guide the legal process to begin the Tourism Marketing District (TMD) renewal process.
- b. Motion to authorize the Executive Director to enter into a one-year agreement with Visalia Heritage, up to \$1200.00.
- c. Motion to authorize the Executive Director to enter into an agreement with Go Creative Group or an alternative vendor to help develop three videos supporting the Certified Autism Center initiative.
- d. Motion to authorize the Executive Director to pay VCVB annual membership fees for its participating VTMD hotels for the July 1 2020 – June 30, 2021 fiscal year

7. Good of the Order

Next Meeting: Wednesday, November 17, 2021 at 11:00am – Location, TBD.

8. 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.