



Visalia Tourism Marketing District Board of Directors Regular Meeting

Wednesday, August 24, 2022, 9:00 AM

Visalia Marriott Hotel, 300 S. Court St. Visalia CA 93291

1. Call to Order
Carrie Groover, 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 Special Board Meeting - Feb 23, 2022
Approve minutes from Special Board Meeting – March 2, 2022
Approve minutes from Special Board Meeting – March 21, 2022
Approve minutes from Special Board Meeting – May 6, 2022
 - b. **Treasurer’s Report:**
Approve Treasurer’s report – January - July 31, 2022
4. Presentation by MMGY (15-30 Minutes + Q & A):
Leah Swofford, Tim Switzer, Cynthia Zavala, Dustin Sharp
5. Discussion items
 - a. HotelBeds.com
 - i. Program Recap – [Landing Page](#)
 - ii. Analytics
 - b. Tourism Economics – Symphony Executive Summary
 - i. Quarterly Report
 - c. Festival & Event Sponsorships
6. Action Items
 - a. IBCCES Renewals – Timeframes and costs
 - b. Presentation of bids for Asset Collection
 - i. Go Creative Group
 - ii. Topograph
 - iii. Kreatve Content
 - c. Autism Video – Compensation determination for family with autistic child to appear in videos



7. Good of the Order

Next Meeting: Wednesday, November 16, 2022 (Date adjusted due to Thanksgiving Holiday)
at 9:00am – Visalia Marriott Hotel, 300 S. Court St. Visalia CA 93291.

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.