



Visalia Tourism Marketing District

Thursday, September 17, 2020, 1:00pm

Teleconference Meeting:

<https://us02web.zoom.us/j/82692665391?pwd=SUVVWYjVIVzBSRGR4ZDZsWUJCSVIYZz09>

Conference Call Number: 1 669 900 6833 | Meeting ID: 826 9266 5391 | Password: 442098

1. Call to Order
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. **None**
4. Discussion items:
 - a. **MMGY August Monthly Reporting:**
MMGY team will provide an update on key indicators, goals and future planning/recommendations.
 - b. **VTMD Budget Status:**
The board will discuss TMD revenue projections based on forecasted data, review annual budget impacts and consider a recommendation for moving forward with a revised Statement of Work timeline and budget with MMGY.
 - c. **Tourism Bounce back Offer:**
Board to discuss and approve bounce back offer to address shoulder seasons.
 - d. **Tourism Video:**
Board members to discuss development and cost of tourism/video development.
5. Action items:
 - a. Authorize the Executive Director to review and approve the Statement of Work with MMGY for the continuation of marketing services, up to \$150,000.00.
 - b. Authorize the Executive Director to move forward with a bounce back marketing campaign, up to \$10,000.00 in hard costs/gas cards.
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.