



Visalia Tourism Marketing District Board of Directors Special Board Meeting

Wednesday, December 22, 2021, 1:30pm
Wyndham Hotel, 9000 W. Airport Drive, Visalia, CA 93277

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 2022 Budget Plan
 - b. aRes
4. Consent items:
 - a. **Approval of Minutes:**
Approve minutes from August 25, 2021
Approve minutes from August 30, 2021
 - b. **Treasurer's Report:**
Approve Treasurer's report – as of November 30, 2021
5. Discussion items
 - a. **2022 VTMD Budget Review:**
Present, discuss 2022 TMD budget.
 - b. **2022 Marketing Services:**
Discuss marketing agency contract and budget allocation recommendations for the 2021 calendar year.
 - c. **2022 Additional Marketing Expenses:**
Review staff budget recommendations.
 - d. **aRes Packages:**
Discuss aRes room rates/OTA buckets/prevaling rates pulling over into aRes and aRes ability to offer website links.
 - e. **Marketing District Plan:**
Discuss short-term rentals.
 - f. **Election of Officers**
Officers: At the August 25th meeting the recommendation for the next Board meeting was to have Carrie as Chair, Samantha-Vice Chair, Anil and Robert remain Treasurer and Secretary, respectively.
 - g. **CAC Reimbursement Process**



Discuss CAC Reimbursement to TMD Certified Hotels

Background: At the August 30th meeting the TMD Board Anil motioned the TMD reimburse, from allocated budget dollars, up to \$5,000 per TMD participating hotel to attain IBCCES Certified Autism Center designation. Carrie seconded the motion and it passed unanimously. To be reimbursed all invoices go to the Executive Director for review and approval. Once approved these are then forward to the TMD Treasurer for payment. Originally the board had agreed to reimburse as soon as the hotel signed and paid the invoice, up to \$5k. The change requiring the hotel to complete certification before being reimbursed is new, just brought up early November.

6. Action Items

- a. 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 2022 calendar year, up to \$350,000.00.
- b. Motion to approve 2022 additional marketing expenses – as presented by staff
- c. Motion to approve a change to the CAC reimbursement process to to TMD funded hotels. Hotels must complete and earn the CAC certification before reimbursement.
- d. Motion to re-elect the VTMD Directors who terms expire December 31, 2021 for an additional 2 years – new term expiration is December 31, 2023.
 - i. Anil Chagan – Comfort Suites/Hampton Inn
 - ii. Samantha Rummage-Mathias – Wyndham Visalia
- e. Motion to elect annual Officers, nominations to fill the Officer position will be taken from the floor – motion required
 - i. Recommendation: Appoint the Visalia Tourism Marketing District Officers as follows:
Chair: Carrie Groover
Vice Chair: Samantha Rummage-Mathias
Treasurer: Anil Chagan
Secretary: Robert Lee

7. Good of the Order

Next Meeting: Wednesday, February 23, 2022 at 9:00am – 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.