



VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Meeting Minutes • Wednesday, February 25, 2026 • 3:00pm

Visit Visalia Office -112 E. Main Visalia

Chair: Hector Ramos		Staff: S. Bakke			
Members Present: David Ahern Anil Chagan Carrie Groover		Members Absent:	Present - 4 Absent – 0 Quorum – Y	Others Present/Guests: John Lollis, COV Samantha Rummage- Mathias, VCC	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
	Call to Order	Hector Ramos, Chair, called the meeting to order at 3:00 pm			Ramos
	Public Comment	<i>This time is allowed for comments on subject matters pertaining to items on the agenda. Each speaker will be allowed three minutes. No action can be taken, at this time, on items mentioned in public comment.</i>			
	Presentation by Two Six Digital	Bakke requested that the presentation by Emma Herrle from Two Six Digital be moved to the start of this meeting. Emma presented a year-end report of the digital marketing efforts by Two Six in 2025. Over the year, our campaigns continued to excel, and we are well positioned for 2026. The board thanked Emma and her team for their work.		Informational only	Emma Herrle, Two Six Digital
		Action Items			
1.	Meeting Minutes	A motion to approve the January 23 Special Meeting Minutes was made by Anil Chagan and a second by David Ahern. Motion approved.		Approved Minutes from Jan 23, 2026, Meeting	Chagan Ahern

2.	Financial Report	The financial report was presented by Anil. As of January 31, 2026, the balance was \$74,052. The budget approved at the January meeting has not yet been entered pending approval of the VCVB Budget and funding. Motion to approve financials by Carrie Groover and a second by David Ahern.	Approved Financial report	Groover Ahern
3.	2025 Annual Report	The draft 2025 Annual Report was presented for approval. Once approved it will be presented in person to City Council. Motion to approve made by Chagan and a second by Ramos	Approved 2025 Annual Report	Chagan Ramos
4..	Visalia CVB MOU	TMD CVB MOU was tabled for future discussion.		
		Information Items		
1.	Staff Report	<ul style="list-style-type: none"> • World Cup Marketing Plan • Wowsabout Premier April 26, 2026, at the Fox Theatre • Sequoia Legacy Tree Replacement Project Update • Discussion on WAE STR Report • Visalia Heritage Update 	Information Only	Staff
2.	Board Nominations	Consideration of Fairfield Inn to fill open position (51-91 rooms) Letter to be sent to all VTMD properties.	Discussion	Staff
		Adjournment		
		Ramos adjourned the meeting at 4:35 pm	Adjourn	Ramos

Next Regular Meeting: April 22, 2026 – 3:00pm – Visit Visalia Office: 112 E. Main