



VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Regular Meeting

Wednesday, October 23 , 2024 • 3:00 pm

Comfort Suites - 210 E. Acequia, Visalia CA 93291

Meeting Minutes

Chair: Anil Chagan		Staff: S. Bakke			
Members Present: Carrie Groover Samantha Rummage-Mathias Hector Ramos		Members Absent: David Ahern	Present - 4 Absent – 1 Quorum – Y	Others Present/Guests: John Lollis, Assistant City Manger	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
1	Call to Order	Anil Chagan, Chair, called the meeting to order at 3:06 pm			Chagan
2.	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>			
3.	Action Items	A. Meeting Minutes: Board members were not prepared to approve the August meeting minutes.		No Action	

<p>B. Financial Report: The September financials were presented including the budget versus actuals. Staff reviewed the details of the TMD Class in the CVB Budget.</p> <ul style="list-style-type: none"> Staff identified a negative balance in one of the TMD Accounts and a deleted account with a significant positive balance. Staff was directed to work with the accountant and bookkeeper to make the necessary corrections. <p>Ramos motioned to approve the financials as presented, seconded by Groover, motioned carried.</p>	<p>Approved Financials</p> <p>Instructions to correct balance sheet.</p>	<p>Ramos/Groover</p>
<p>C. Board Member Appointment: Groover motioned to appoint David Ahern, General Manager of The Darling Hotel, to the Visalia Tourism Marketing District Board. The motion was seconded by Rummage-Mathais. Motion carried.</p>	<p>David Ahern, Board Appointment</p>	<p>Groover/Rummage-Mathais</p>
<p>D. 2025 Officer Election Groover motioned to approve the following slate of officers for the 2025 program year: Chair: Hector Ramos Vice Chair: Samantha Rummage-Mathais Treasurer: Anil Chagan – Anil will serve as the TMD Representative on the CVB Board. Secretary: Carrie Groover The motion was seconded by Rummage-Mathais, the motion Carried</p>	<p>2025 Officers</p>	<p>Groover/Rummage-Mathais</p>
<p>E. Rummage-Mathais motioned to provide \$1500 to Visalia Heritage for the US Heritage Consultant to facilitate the November 14, Stakeholders Meeting. The motion was seconded by Groover. Motion carried</p>	<p>\$1500 to Visalia Heritage</p>	<p>Rummage-Mathais/Groover</p>
<p>F. Marketing Campaign Opportunities: Rummage-Mathais motioned to approve Visit CA / Brand USA International Media Campaign with Netflix \$45,000 three-month campaign. The motion was seconded by Ramos, motion carried.</p>	<p>\$45,000 Netflix Campaign</p>	<p>Rummage-Mathais / Ramos</p>
<p>G. Special Meeting to review Agency of Record: Via consensus of availability, the VTMD Board will meet on October 30 from 3-5pm at the Visit Visalia Office, to review the proposals received for marketing agency of record.</p>	<p>Special Meeting</p>	<p>Consensus</p>

4.	Discussion/Information	No Reports		Staff
5.	Adjourn	The meeting was adjourned at 3:45pm		Chagan

Next Regular Meeting: November 20, 2024 – 3:00pm – Visit Visalia Office: 112 E. Main

DRAFT