



## VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Special Meeting  
 Wednesday, November 27 , 2024 • 10:00am  
 Visit Visalia, 112 E. Main, Visalia CA 93291  
 Meeting Minutes

Chair: Anil Chagan		Staff: S. Bakke, S. Bianco			
Members Present: Carrie Groover Samantha Rummage-Mathias		Members Absent: David Ahern Hector Ramos	Present - 3 Absent – 2 Quorum – Y	Others Present/Guests: John Lollis, Assistant City Manger Angelina DeRossett, Transit Manager	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
1	Call to Order	Anil Chagan, Chair, called the meeting to order at 10:05 am			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>		Introduction of Angelina and relationship to Sequoia Shuttle	John Lollis
3.	Action Items	A. Meeting Minutes: Groover motioned to approve the following meeting minutes Regular Meeting: August 28, 2024 Regular Meeting: October 23, 2024 Special Meeting: October 23, 2024 Regular Meeting: November 20, 2024 The motion was seconded by Rummage-Mathias		Approved: 08/28/2024, 10/23/2024, 10/23/2024 – special, 11/20/2024	Groover/Ru mmage- Mathias

		<p>B. Financial Report: The October financials were presented including the budget versus actuals. Staff reviewed the details of the TMD Class in the CVB Budget.</p> <p>Groover motioned to approve the financials as presented, seconded by Rummage-Mathias, motioned carried.</p>	Approved Financials	Groover/Rummage Mathais
		<p>C. 2025 Investment in Owners Association Management Services. Staff presented a proposed CVB Budget managing \$910,000 in revenue provided by TMD.</p> <p>Rummage-Mathias motioned to approve \$860,000 in TMD Owner's Association projected 2025 income to be managed by Visalia Convention and Visitors Bureau. The budget allocation presented by account; Administration/Operations, Marketing, Destination by Design. TMD suggested staff reduce line items such as the Tourism Asset Development and Memberships to balance the CVB Budget. TMD will fund these items from the previous unspent funding. Groover seconded the motion.</p> <p>The recommended brand refresh work is not included in the proposed operational budget. The recommendation is for CVB retained earnings and previous unspent TMD funding be collectively invested in the project.</p>	\$860,000 provided to CVB for management services in 2025	Rummage-Mathais/Groover
		<p>D. 2025 Meeting Schedule</p> <p>TMD will continue to meet every other month beginning in January 2025.</p> <p>Special combined meeting to develop plan based on Destination by Design Recommendations. TMD recommended January 22: 10am – 12pm or 3:30pm -5:30pm.</p> <p>The previously scheduled December 18 meeting is not necessary due to the approval of the TMD contribution to CVB in 2025 – no additional budget work is needed.</p>		Groover/Rummage-Mathais
4.		Discussion/Information		

A	Marketing/Campaign Deliverables	Staff provided the results of special tourism marketing campaigns	Information only	Staff
5.	Adjourn	The meeting was adjourned at 10:45am		Chagan

Next Regular Meeting: January 22, 2024 – 3:00pm – Visit Visalia Office: 112 E. Main

DRAFT