

Action taken by VTMD Board of Directors 2024

VTMD Board Actions			
Meeting Date	Items	Amount	Focus
1/29/2024	94% of projected collected assessment issued to VCVB monthly beginning in January 2024		Marketing
1/29/2024	Visit Visalia Marketing Plan		Marketing
3/15/2024	Edits to the MOU with CVB - request to material change on CVB March 20 Agenda Materials. "approved budget contribution from the VTMD and remain a 3-year agreement."		Admin/Operations
5/22/2024	Seawards Resignation		Admin/Operations
5/22/2024	Approved 2023 Annual Report		Admin/Operations
5/22/2024	Live Visalian: \$50,000 - special projects		Marketing
5/22/2024	USA NPS Issue -\$5,000 from CVB Budget	\$5,000.00	Marketing
5/22/2024	Destination by Design - \$25,000 - Special Project	\$25,000.00	Destination Developmen
5/22/2024	Chagan as TMD Representative on CVB Board		Admin/Operations
6/26/2024	Hector Ramos appointed secretary		Admin/Operations
6/26/2024	Hotel Beds: \$10,000/3months - special project	\$10,000.00	Marketing
6/26/2024	Visit CA Dedicated Newsletter: \$8,500 - special project	\$8,500.00	Marketing
6/26/2024	Brand USA GIP: \$7,300 - special project	\$7,300.00	Marketing
6/26/2024	World Ag Expo Sponsorship: \$10,000	\$10,000.00	Marketing
6/26/2024	Pride Visalia Sponsorship: \$5,000 - Special Project	\$5,000.00	Destination Developmen
7/29/2024	Live Visalia: \$80,000 Madden Media. (\$50,000 special project, \$30,000 CVB Budget.)	\$80,000.00	Marketing
7/29/2024	Pat Pattison: \$9,500	\$9,500.00	Marketing
7/29/2024	National Geographic UK: \$15,000	\$15,000.00	Marketing
8/18/2024	Agency of Record RFP - Issue		Marketing
10/23/2024	David Ahern appointment to TMD Board		Admin/Operations
10/23/2024	Officers: Hectro Ramos: Chair, Vice Chair: Samantha Rummage-Mathias, Tresurere: Anil Chagan, Secretary: Carrie Groover		Admin/Operations
10/23/2024	Netflix Campaign (after converted to Sojourn in Canada and UK)	\$45,000.00	Marketing
11/20/2024	Fourth Idea Two Six Digital selected as 2024 Agency of Record		Marketing
11/20/2024	Carvertise: \$35,575 Q1 2025 - Special	\$35,575.00	Marketing

11/20/2024	Bandwango: 2 years - Prepaid to be reimbursed from 2025 CVB Marketing Budget	\$20,000.00	Marketing
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