



VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Special Meeting

Friday, January 23, 2026 • 2:00pm

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 2:00 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>			
		Action Items			
1.	Meeting Minutes	Groover motioned to approve the December Special Meeting Minutes. The motion was seconded by Chagan. Motion approved.		Minutes	Groover / Chagan

2.	Financial Report	<p>The December 31, 2025 financial report was presented.</p> <p>Year end financials demonstrate VTMD cash assets of about \$112,000. This includes reserves of just under \$43,000.</p> <p>VTMD funded several initiatives in addition to those approved in the Visalia Convention and Visitors Bureau Tourism Marketing Plan.</p> <p>The following were noted: Marketing Special Projects: The \$262,750 represents the Live Visalian Project, Carvertise, Brand USA Campaign and the 4i photo shoot. Destination Development: The \$25,000 represents the 2-year subscription to Bandwango, and if approved, \$4900 reimbursement to Wyndham for IBCCES certification. IBCCES was included in the CVB Budget with VTMD Funding. Wyndham completed the certification in October, but the invoice was not presented until last Friday – in 2026.</p> <p>Groover motioned to approve the 12/31/2025 financials with the removal IBCCES Certification reimbursement to the Wyndham. The Visalia Convention and Visitors Bureau is responsible for the reimbursement. Ahern seconded the motion. Motion approved.</p>	December Financials – with correction	Groover/Ahern
3.	2026 Budget Shared expense procedure	<p>The approved 2026 VTMD Budget was presented for review. The categories were modified to remove Visalia Convention and Visitors Bureau as receiving any money.</p> <p>The CPA provided guidance stating it would be best if the TMD reimbursed the CVB monthly for budgeted expenses – paying 1/12 each month and a true up at year end.</p>	No Change	

3b.	Digital Marketing Contract	Staff facilitated an amendment to the agency of record agreement with 4 th Idea. Fourth Idea remains the marketing agency of record however the financial commitment has been significantly reduced through a project-based amendment agreement. We have an agreement with 4i and a separate agreement with Two -Six Digital. The amendment allows for an increase in digital marketing because the agency in the middle has been removed. Chagan motioned for VTMD to contract directly with two-six Digital. The motion was seconded by Groove. The agreement will be signed by President, Hector Ramos. VTMD Board Members requested the 2025-year end presentation from the agency during their next regular board meeting. Staff presented the 2026 digital plan. Motion approved.	Digital Marketing Contract	Chagan/ Groover
4	CVB Loan	Chagan motioned to provide the Visalia Convention and Visitors Bureau up to \$50,000 line of credit. The motion was seconded by Ramos. Motion approved	\$50,000 line of credit to VCVB	Chagan/ Ramos
5	Memorandum of Understanding	Ahern motioned to produce and deliver notice to terminate the Visalia Convention and Visitors Bureau and VTMD Memorandum of Understanding. Chagan second the motion. Motion approved		Ahern/ Chagan
		Information Items		
1.	Staff Report	<ul style="list-style-type: none"> • SLT Replacement Project Advisory Team Meeting: February 3 • Visalia Heritage Capital Campaign Update • Wowsabout Premier still in discussion 	Information Only	Staff
		Adjournment		
		Ramos adjourned the meeting at 3:04 pm	Adjourn	Ramos

Next Regular Meeting: February 25, 2026 – 3:00pm – Visit Visalia Office: 112 E. Main