



VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Regular Meeting

Wednesday, February 26, 2025 • 3:00 pm

Visit Visalia, 112 E. Main Visalia CA 93291

Meeting Minutes

Chair: Hector Ramos		Staff: S. Bakke, S. Bianco			
Members Present: David Ahern Anil Chagan Carrie Groover		Members Absent: Samantha Rummage-Mathias	Present - 4 Absent – 1 Quorum – Y	Others Present/Guests:	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
	Call to Order	Hector Ramos , Chair, called the meeting to order at 3:02 pm			Ramos
	Public Comment	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.		No comment	
		Action Items			
1.	Meeting Minutes	The Meeting Minutes from October 23, 2024 regular meeting, and the special meetings on November 27, 2024, January 22, 2025, January 22, 2025 were presented for approval. Groover motioned to approve the minutes as presented. The motion was seconded by Chagan. Motion carried.		Meeting Minutes Approved Oct. 23, 2024, Nov. 27, 2024, Jan. 22, 2025, Jan. 22, 2025	Groover / Chagan

2.	Financials	<p>The 2024 year-end financial reports were presented for review and approval. The financial reports reflected VTMD Spending more than \$47,000 than received in collections. The additional expenses, from retained earnings, was primarily dedicated to special marketing campaigns and destination development initiatives, including the Destination by Design study.</p> <p>The expense percentage by class vs Management District Plan allocation: Collection fee: 0.96% (1%) Admin/Operations: 13% (15%) Marketing: 78.62% (69%) Destination Development: 12.89% (10%)</p> <p>Chagan motioned to approve the 2024 year end financials, Ramos seconded the motion. The motion was approved.</p>	2024 Financials	Chagan / Ramos
3	2025 Budget	<p>Staff presented a proposed budget for 2025. The budget projects a 10% increase in revenue generated from the hotel assessment. The Convention and Visitors Bureau (CVB) is responsible for managing \$860,000 of the proposed \$872,700 Budget.</p> <p>Chagan motioned to approve the 2025 Budget with a request for reformatting the public information to more clearly identify the TMD Bank and what funds are managed by the CVB within the designated class. The motion was seconded by Groover. Motion carried</p>	2025 Budget	Chagan / Groover

4	Visalia Heritage Loan Agreement	<p>The agreement between Visalia Tourism Marketing District (VTMD) and Visalia Heritage was reviewed and motioned by Chagan to approve the loan conditions with the following additions:</p> <ol style="list-style-type: none"> 1. 2% interest will be charged on \$95,000 2. In the event of default VTMD may place a lien against the Visalia Heritage Assets. 3. The proof of purchase agreement, for the Visalia Depot property to Visalia Heritage is required before VTMD will issue the loan. 4. The lender (VTMD) will be issued the repayment of the principle plus 2% interest. <p>The motion with document amendments was seconded by Ramos. Motion carried</p>	Visalia Heritage Loan: \$95,000 + 2%	Chagan / Ramos
5.	Live Visalian	<p>Staff reported: Live Visalia is a tourism video project loosely based on the Amazon Original Show – Live Italian. In 2024 TMD approved \$80,000 to produce 3 short “show”. The project, at the time was expected to cost \$80,000 plus talent fees. Staff is requesting a total commitment of \$110,000 to complete the video production, including talent fees. Groover motioned to approve \$110,000, from retained earnings, to complete the project. The motion was seconded by Ahern. Motion carried.</p> <p>Production is targeted for March 24-28, 2025</p>	Live Visalian \$110,000	Groover /Ahern
6.	Letter of Intent	<p>Visalia Heritage requested a letter of intent (LOI) from Visit Visalia to move the Tourism Office/Visitor Center to the proposed Cultural Center. The LOI is a supporting document in Visalia Heritage’s philanthropic efforts to support the development of the Cultural Center. Chagan motioned to provide Visalia Heritage with a Letter of Intent to move the Visit Visalia Office/Visitor Center to the proposed cultural center. The motion was seconded by Groover. Motion carried.</p>	Visitor Center Location – Letter of Intent	Chagan / Groover
		Information Items		

	CVB Update	TMD Representative reported the CVB annual report was presented for approval during the February 2025 meeting. The chair postponed the action to accept the annual report to the March 2025 meeting. The delay impacts the CVB's ability to secure 2025-2026 funding from the City of Visalia. The CVB is not currently contracted with the City to provide services.	Information Only	Chagan
	Staff Report	<p>Staff provided updates on the following initiatives and tourism related interests.</p> <p><u>Destination Development</u></p> <ul style="list-style-type: none"> • Sequoia Legacy Tree update • Visalia Heritage Cultural Center Status – Campaign Committee • Diamond Walnut Site • Music Festival – 2027 Target • Plaza Park Mini-Plan • Outlook Forum Focus – 800 attendees (Visalia is 1 of 52 speakers) <p><u>Convention Sales:</u></p> <p>Review CVB/VCC Goals</p> <p>Outdoor Writers Association</p> <p><u>Leisure Update</u></p> <p>Marketing Campaign deliverables</p> <p>Sequoia Legacy Tree</p> <p>STR Report – Request to add Yosemite and Grand Canyon Visitation</p> <p>4th Idea – site visit meeting – yes, Thursday at 4pm at Elderwood</p> <p>World Ag Expo initiatives Results</p> <p>Intentful – AI</p> <p>Bandwango Demonstration</p> <p>Carvertise Deployment</p> <p><u>Admin/Operations</u></p> <ul style="list-style-type: none"> • CVB Board Meeting Notification – all TMD Board Members would like to receive the CVB Meeting information. • Mission Vision Values – taskforce participation • Annual Report • Civitas Spending Dos and Don'ts 	Information and Direction	Staff
5.	Adjourn	The meeting was adjourned at 4:45pm		

Next Regular Meeting: April 23, 2025 – 3:00pm – Visit Visalia Office: 112 E. Main