



## VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Special Meeting  
Thursday, March 6, 2025 • 4:00 pm  
The Darling Hotel  
Meeting Minutes

| Chair: Hector Ramos   |                      | Staff: S. Bakke, S. Bianco  |   |   |             |
|---|----------------------|---|---|---|-------------|
| Members Present:<br>David Ahern<br>Carrie Groover<br>Samantha Rummage-Mathias |                      | Members Absent:<br>Anil Chagan  | Present - 4<br>Absent – 1<br>Quorum – Y | Others Present/Guests:<br>John Lollis<br>Krystan Martin |             |
| TOPIC   |                      | Discussion/Recommendations  |   | ACTION  | RESPONSIBLE |
|   | Call to Order        | Hector Ramos , Chair, called the meeting to order at 4:04 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  |             |
|   |                      | Information Items   |   |   |             |
| 1.  | 4 <sup>th</sup> Idea | Thomas Mooney and Jake Buganski representing 4 <sup>th</sup> Idea the new marketing agency of record provided an overview of their visit to Visalia. The personal visit to the national parks confirms our brand strategy and our position.<br><br>The next steps in their rebranding process is to provide final brand designs prepare for a brand launch and reskin the Visit Visalia website. Simultaneously the 4 <sup>th</sup> idea and two 6 Digital teams will place media buys for 2 quarter. |   | No Action   | Ramos       |
|   | Adjourn              | The meeting was adjourned at 4:45pm   |   |   |             |

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