



VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Regular Meeting
 Wednesday, April 23, 2025 • 3:00pm
 Visit Visalia Office -1112 E. Main Visalia

Chair: Hector Ramos		Staff: S. Bakke, S. Bianco			
Members Present: David Ahern Anil Chagan Carrie Groover Samantha Rummage-Mathias		Members Absent:	Present - 5 Absent – 0 Quorum – Y	Others Present/Guests: John Lollis	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
	Call to Order	Hector Ramos , Chair, called the meeting to order at 3:05 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	Chagan motioned to approve the February 26, 2024 meetings as presented. Groover seconded the motion. Motion approved.		Approved 2/26/25 Minutes	Chagan/ Groover
2.	Financial Report	Groover motioned to approve the March 2025 financials as presented. Rummage-Mathias seconded the motion, motion approved.		March Financials	Rummage- Mathias/ Groover
2A	Increase reserves	Ramos motioned to increase reserve funds to 5% of the projected 2025 income. The motion was seconded by Groover. Motion Passed		Increase reserve funds	Ramos/ Groover

2B	Board Designated funding	Knights of Columbus Transportation: Chagan motioned to cover 50% of the Knights of Columbus transportation incentive from the Visalia Convention and Visitors Bureau 2025 Marketing Budget – TMD Class. Rummage-Mathias seconded the motion. Motion passed.	KOC Transportation funding	Chagan/Rummage-Mathias
3	2024 Annual Report	The draft report was received and reviewed. The board suggested additional financial documentation be added to clearing define funding spent by the Visalia Convention and Visitors Bureau on behalf of VTMD and the funds spent directly from the VTMD for special marketing and destination development projects	No Action	
4	Mission, Vision & Values	Chagan motioned to approve the Visit Visalia Mission, Vision and Values. The motion was seconded by Ramos. Motion passed.	Mission, Vision, Values	Chagan/Ramos
5.	Special Marketing Project	Bandwango: Chagan motioned to approve \$1500 for incentives. Rummage-Mathias seconded. Motion passed. Staff is working on a Rawhide Baseball/Sequoia Shuttle Package – no action needed.	Bandwango Incentives	Chagan/Rummage-Mathias
		Information Items		
1.	Staff Report	Visit California – Tariffs and Tourism: Open Hands not closed fists Governor is leading the messaging about traveling to California California Loves Canada Campaign – paid campaigns. Expedia Canada Visit discounts. (June 30 end date, \$100,000) Visalia City Council Work Plan includes Hospitality. Staff requesting to change “hospitality” to “tourism”. Hospitality is how you make someone feel. Tourism is an economic development strategy. <ul style="list-style-type: none"> • AOR, Fourth Idea Update: new landmark presentations has not produced the desired outcome. Fourth Idea will be in market to collect photo and video assets next week. • Live Visalian: Staff shared the in progress videos. • Special Marketing Project Deliverables: Staff share the special marketing project deliverables. • CVB Board Member and Expansion: The CVB is considering expanding their board in 2026. 	Information Only	Staff
		Adjournment		

		Ramos adjourned the meeting at 4:33pm	Adjourn	Ramos
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Next Regular Meeting: June 25, 2025 – 3:00pm – Visit Visalia Office: 112 E. Main