



VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Special Meeting
 Thursday, May 1, 2025 • 11:30 am
 Visit Visalia Office -1112 E. Main Visalia
[Join by phone](#)
 (US) +1 508-507-7033 PIN: 534 034 344#

Chair: Hector Ramos		Staff: S. Bakke, S. Bianco			
Members Present: David Ahern Carrie Groover Samantha Rummage-Mathias		Members Absent: Anil Chagan	Present - 4 Absent – 1 Quorum – Y	Others Present/Guests: John Lollis	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
	Call to Order	Hector Ramos , Chair, called the meeting to order at 11:30 am			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.	Asset Development	The tourism agency of record, 4 th Idea is scheduled to be in market to capture images and video for our marketing campaigns. The Visalia Convention and Visitors Bureau 2026 budget and the 4 th Idea contract outlined a 3 day shoot for \$65,000. Staff are recommending a 4-day shoot. The 4 th Idea estimate for the four-day shoot is \$87,701.00. Rummage-Mathias motioned to approve the fourth day of asset gathering and to pay the additional cost of \$22,701 from the VTMD bank, The motion was seconded by Groover, Motion carried		\$22,701 in Asset development	Rummage-Mathais / Groover

2.	2024 Annual Report	The report was not available for approval.	No action	
	Adjourn	The meeting was adjourned at 12:03pm		Ramos

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

DRAFT