



VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Special Meeting

Tuesday, June 10, 2025 • 11:00 am

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Chair: Hector Ramos		Staff: S. Bakke, S. Bianco			
Members Present: David Ahern Anil Chagan Samantha Rummage-Mathias		Members Absent: Carrie Groover	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 11:00 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	
		Action Items			

1.	Special Marketing Projects	<p>Staff presented the Two – Six Digital Campaign Proposal to digitally distribute the Live Visalian Campaign. Two Six Digital will place and manage the campaign including tracking the results and modifying based on engagement. Chagan motioned to approve \$40,000 to fund the tourism marketing videos. The motion was seconded by Ramos. Motion carried. (Rummage-Mathias was not present for the vote.)</p> <p>Recommendations included adding a gift with purchase when tourism prospects book through Visit Visalia. Gifts could be souvenir items reflecting each one of the “celebrities”.</p>	Live Visalian Digital Campaign - \$40,000	Chagan/Ramos
		Information Items		
1.	Staff Report	<ul style="list-style-type: none"> - Knights of Columbus Transportation: CPA recommended again funding the TMD portion from the CVB Marketing account charging 100% to the TMD Class. - Media FAM Budget has been spent from CVB. Staff would like guidance on hosting FAMs vs paying for advertising. These will be discussions during budgeting. - Bandwango/Basecamp Better education for hotel staff and guests can include: Bar Coasters, Key Packet Slide Ins (Business Card Size), Flyer at Front Desk, In room Table Tent. - City of Visalia has not responded to the CVB's need for a contract. TMD's Management District Plan calls for City participation. - The city of Visalia has launched a small micro-transit system. The is another tourism resource and staff would like to provide education to the hotel staff and guests. TMD Board Recommended using the same staff and visitor communication strategies as the Basecamp Better gamified experiences. 	Information Only	Staff
		Adjournment		
		Ramos adjourned the meeting at 11:34am	Adjourn	Ramos

Next Regular Meeting: June 25, 2025 – 3:00pm – Visit Visalia Office: 112 E. Main