



VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Regular Meeting
 Wednesday, June 25, 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		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	Chagan motioned to approve the April 23, 2025, May 1, 2025 and June 10, 2025 meeting minutes. The motion was seconded by Ahern. Motion approved without discussion.			Approved: 4/23/2025, 05/01/2025, 06/10/2025	Chagan/ Ahern

2.	Financial Report	<p>The financial report, including the listing of approved special projects was presented. Net Income as on May 30 is: -328,349.61. TMD has spent more than received for the year. At the end of the year, a Journal Entry will post to Retained Earnings to clear the negative.</p> <p>Ramos motioned to approve the May 2025 financials as presented. Ahern seconded the motion, motion approved.</p>	May Financials	Ramos / Ahern
3	2024 Annual Report	<p>The first draft of the VTMD 2024 Annual Report was presented to during the regular April Meeting.</p> <p>Groover recognized the need to clarify all spending of the funds managed by the Visalia Convention and Visitors Bureau plus TMD Special Funding. This led to discovering the financial reports used to build the first draft of the annual report were run on accrual not cash accounting. Cash accounting reports altered the financial reporting. The TMD CPA also worked with the bookkeeper to properly code transactions, only discovered through the requested reconciliation of spending from both the CVB and TMD.</p> <p>The 2024 Annual Report Presented Board approval follows the elements required by Tourism Marketing District Management District Plan.</p> <p>The financials Identifies the VTD invested \$946,845.77 including funds managed by CVB and VTMD special projects. The Visalia Convention and Visitors Bureau managed \$752,004. The CVB invested all but \$752.75 of the funds.</p> <p>The TMD 2024 Reserved funds were \$577,082.52. A significant portion of this was committed to marketing projects but not spent in 2024.</p> <p>Income projections for 2025 is estimated to be \$872,700. The projection requires \$602,163 to be invested in tourism marketing.</p> <p>Groover motioned to approve the 2024 Annual Report and submit it to the City as required by the City Contract. The Annual Report will be accompanied by the year-end balance sheet and the Memorandum of Understanding between the TMD and the Convention and Visitor's Bureau. Changan seconded the motion. Motion approved.</p>	2024 Annual Report	Groover/ Chagan

4	California Hotel and Lodging Association	<p>CHLA is offering membership to Tourism Marketing Districts to include all assessed properties. Seventeen properties are members of the VTMD Owners Association. The annual cost for CHLA Membership is \$19,747.00 or \$4936.75 per quarter. Joining CHLA will provide equal benefits for all member properties including staff training and operational compliance tools.</p> <p>The board requested additional information prior to making a decision to join CHLA.</p> <ol style="list-style-type: none"> 1. How many of our existing properties belong to CHLA? 2. How do the current members get refunds for their membership if the TMD joins on their behalf? 3. What is the CHLA communication plan to encourage new members to access the benefits? 4. Do all our properties receive unique log in's with the TMD membership or does every property use the same log in (confidentiality is a concern.) 5. The pricing does not represent a discount - seems like the TMD pricing needs to be lower than the individual property - Marriott pays what you have listed. What is the discounted pricing for TMD? 6. Does the TMD receive any direct benefits? (marketing Visalia as a destination - think CABBI benefits) <p>Staff will reach out to CHLA for answers. Ramos will follow up with TMD Members to learn if they would utilize the membership benefits</p>	No Action	
5.	Special Marketing Project	No projects were presented	No Action	
6.	Board Resignation	<p>Staff received Samanta Rummage-Mathais's resignation from the TMD Board. Chagan motion to accept the resignation. The motion was seconded by Ramos. Motion approved.</p> <p>Chagan motioned to approve Groover as Vice Chair and remain as secretary. Ahern seconded the motion. Motion approved</p>	<p>TMD Board Resignation</p> <p>Groover VP and Sec.</p>	<p>Chagan/Ramos</p> <p>Chagan/Ahern</p>
		Information Items		

1.	Staff Report	<ul style="list-style-type: none"> • Visalia Heritage Escrow Signing – Tomorrow at 5:30 pm • Knights of Columbus Transportation will be paid for by CVB, charged to convention incentives (7300) TMD Class. • World Ag Expo & Pride Festival – TMD provided guidance to continue supporting WAE and to develop improved deliverables. TMD will pass on the sponsorship of Pride Festival • New Marketing Campaigns – staff shared new video placed on CTV and YouTube. • Marketing Special Project Deliverables – staff reviewed campaign deliverables. 	Information Only	Staff
		Adjournment		
		Ramos adjourned the meeting at 4:08pm	Adjourn	Ramos

Next Regular Meeting: August 20, 2025 – 3:00pm – Visit Visalia Office: 112 E. Main