



VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Regular Meeting
 Tuesday, September 30, 2025 • 3:30pm
 Visit Visalia Office -1112 E. Main Visalia

| Chair: Hector Ramos | | Staff: S. Bakke, | | |
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| Members Present: David Ahern Anil Chagan Christina DaSilva Carrie Groover | | Members Absent: | Present - 5 Absent – Quorum – Y | Others Present/Guests: Samantha Mathias, Visalia Convention Center John Lollis – City of Visalia |
| TOPIC | | Discussion/Recommendations | | ACTION |
| | Call to Order | Hector Ramos , Chair, called the meeting to order at 3:30 pm | | Ramos |
| | Public Comment | <i>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.</i> | | No Action |
| | | Action Items | | No Comment |
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| 1. | Unbudgeted Media FAM | <p>The VCVB, TMD Class for Media FAMs is \$6,000 over budget. Visit California has invited us to participate in two of their sponsored FAMs in October. Current Requests: International Gay and Lesbian Travel Association (4 people) and Steve Ahillen and Wife Linda from Knoxville – Diversity of California's Landscapes. Visit CA will cover the lodging. Visit Visalia will need to cover meals and social engagements. Estimated additional expenses are \$3000.</p> <p>Chagan motioned to fund the additional media FAMs with available VCVB funds from TMD or if no funds are available, TMD will fund from their retained earnings. Either way, TMD is responsible. The motion was seconded by Groover. Motion Approved</p> | \$3,000 in FA. CVB Managed funding first, TMD retained earnings as an alternative | Chagan/ Groover |
| 2. | TOT and World Cup | <p>World Cup Target Marketing has been in development for more than a year. Attracting these visitors is a strategy during Visalia's tourism season. Staff shared the TOT history and group business booked at the Visalia Convention Center during the World Cup matches held in LA & the Bay Area.</p> <ul style="list-style-type: none"> • The TOT has been unpredictable since the Pandemic – due to fire, floods and Transit Strike. <ul style="list-style-type: none"> ▪ Even in 2025, without any summer impacts, Visalia dipped 1.26% in June TOT from 2024. • The California World Cup Matches begin June 12. The ADR for the groups booked in 2026, during the World Cup is \$160 (Net the rebates for each group) • June 2025 ADR: \$140- July 2025 ADR: \$140 (Weekday: \$135/Weekend:\$139) <p>This information is provided to learn if the TMD is interested in asking the City to partner with TMD on the potential positive results of marketing to the World Cup Audience. Increases in TOT, beyond the expected CPI Increase in 2026, could be set aside to reinvest in destination development initiatives of the City's choice.</p> <p>After discussion, the Board decided to evaluate the World Cup impact on tourism and if favorable, discuss a set aside for the 2028 Olympics.</p> | No Action | |

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| 3. | Impact Calculator | Tourism Economics has a new platform to measure the ROI on tourism advertising campaigns. The platform for the size of the VTMD would cost \$10,000 per year. The board decided to pass on subscribing to the platform. | No Action | Consensus |
| 4 | 2026 MOU with VCVB | <p>VTMD approved the MOU with VCVB in March 2024. VCVB fulfilling the expectations in 2024 and are on the cusp of completing 2025. The MOU has three major components:</p> <ul style="list-style-type: none"> • The VCVB is responsible for managing the VTMD contribution according to your management district plan, • Select the location of the tourism office/visitor center, • Do not spend or reallocate VTMD Funds of \$5,000 or more without VTMD approval. <p>Because the CVB does not have a contract with the City of Visalia, the CVB's only source of funding, staff is seeking VTMD direction on planning for 2026; budget, staffing, office.</p> <p>Chagan motioned to send communication to the VCVB Board with a warning with option to terminate the MOU if a City contract and funding are not secured by November 1, 2025. The motion was seconded by Groover. Motion Approved</p> | Notice to VCVB Board | Chagan/ Groover |
| | | Discussion Items | | |
| 1. | Convention Incentive Program | <p>The primary reason for today's special meeting. The CVB Board will be reviewing the convention sells incentive program during their October meeting. It would be helpful to have input from the VTMD. A small group met and reviewed the current incentive program and has proposed an alternative based on our current market conditions, the popularity of the program and reinvestment of funds into the economy.</p> <p>Staff was instructed to add the ADR and projected ROI to the spreadsheet. Chagan will report at the VCVB Meeting the efforts VTMD is making to arrive at a meaningful and equitable incentive program.</p> | | |

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| | | Adjournment | | |
| | | Ramos adjourned the meeting at 5:37pm | Adjourn | Ramos |

Next Regular Meeting: October 22, 2025 – 3:00pm – Visit Visalia Office: 112 E. Main

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