



**VISALIA TOURISM MARKETING DISTRICT
AGENDA
SPECIAL MEETING**

Tuesday, September 30, 2025, • 3:30 pm
Visit Visalia – Tourism Office 112 E. Main

BOARD MEMBERS

Hector Ramos
Chair
Hilton Garden Inn
Residence Inn

Anil Chagan
Treasurer
Comfort Suites
Hampton Inn

Carrie Groover
Secretary
Marriott at the Visalia
Convention Center

David Ahern
Member
The Darling Hotel

Christina DaSilva
Member
Wyndham Visalia

Call to Order

Hector Ramos

Public Comment:

Time allowed for comments on subject matters pertaining to items on the agenda. Each speaker will be allowed three minutes. No action can be taken on items mentioned in public comment at this time.

Action Items

1. Unbudgeted Media FAMs
2. Transient Occupancy Tax and World Cup Tourism Set Aside
3. Impact Calculator
4. 2026 MOU with Visalia Convention and Visitors Bureau

Discussion /Informational Items:

1. Convention Incentives
2. 2026 Marketing Plan
3. Staff Updates