

VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Meeting Minutes • Wednesday, April 22, 2026 • 3:00 pm

Visit Visalia Office -112 E. Main Visalia

Chair: Hector Ramos		Staff: S. Bianco			
Members Present: Anil Chagan Carrie Groover		Members Absent: David Ahern	Present - 3 Absent – 1 Quorum – Y	Others Present / Guests: John Lollis, COV S. Rummage-Mathias, VCC	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
	Call to Order	Hector Ramos, Chair, called the meeting to order at 3:04 pm			Ramos
	Public Comment	J. Lollis discussed the TMD 2025 annual report to City Council. It is tentatively scheduled for May 18, 2026, at the 4:00 work session.		Information	John Lollis
		Action Items			
1.	Meeting Minutes	A motion to approve the Feb 25, 2026 Meeting Minutes was made by A. Chagan with a second by C. Groover. Motion carried.		Approved minutes from 2/25/26 meeting.	Chagan Groover
2.	Financial Report	The financial report was presented by Anil as of March 31, 2026 The budget approved at the January meeting has not yet been entered. Motion to approve the financials was made by C. Groover with a second by A. Chagan		Approved financial reports	Groover Chagan
	Resignation	Financial Secretary Chagan announced his resignation as Vice Chair and Treasurer from the board of directors effective immediately. The officers remain as follows: Chair: Hector Ramos Vice Chair and Treasure: Open Secretary: Carrie Groover		Resignation of Chagan	A. Chagan

4.	Visalia CVB MOU	Notice to Terminate TMD CVB MOU was emailed to CVB board on 1/27/2026 This item is not an action item. Information only.	No action	
		Information Items		
1.	Staff Report	• Wowsabout Premier April 26, 2026, at the Fox Theatre ○ Attendees include: ▪ Juliet Giliam, VP Media + Entertainment, Natl Park Foundation ▪ Halle Stanford, Exec Producer, 7 Crow ▪ Nicole Goldman, Exec VP Jim Henson Company ▪ Bryan O’Connell, VP Children’s Television Jim Henson Co ▪ Dorien Davies, Co-creator, “Roxy” ▪ Johnny Tartaglia, “Ronald” ▪ Robert Mollison, President and CEO Valley PBS ▪ Allison Hopkins, Director of Development Valley PBS ○ Campaign – Southern CA ▪ “Ad” running on PBS SoCal in May ▪ Social Campaign using footage with puppets in So Cal in May driving to our itinerary landing page. • Media FAM ○ Esther Lee + Jacob Fu: VCA Road Trip for World Cup (April 11-12) ○ Johanna Harlow: Punch Magazine – San Jose (April 17-19) ○ VCA European Press Trip – (May 3-4) • Staffing ○ Veronica doing social media, monthly newsletters on M by M • Visit CA / Dean Runyan Report on the Economic Impact of Tourism for 2025 was released. • TwoSix Digital Site Visit – May 5-7, 2026 (Emma Herrle, Dave Serino Hotel, reception, dinner, to be hosted by TMD) • LA Media Show – April 30-May 1	Information Only	Staff

2.	Board Nominations	Chair Ramos will send a letter to all TMD properties announcing open board seat and need for nominations.	Discussion	Staff
		Adjournment		
		Ramos adjourned the meeting at 4:05 pm	Adjourn	Ramos

Respectfully submitted: Carrie Groover, VTMD Recording Secretary

Next Regular Meeting: June 24, 2026 – 3:00 pm – Visit Visalia Office: 112 E. Main