



VISALIA TOURISM MARKETING DISTRICT BOARD OF DIRECTORS

Meeting Minutes • Wednesday, September 16, 2026 • 3:00pm

Visit Visalia Office -112 E. Main Visalia

Chair: D. Ahern		Staff: S. Bianco			
Members Present: Carrie Groover Domonique Butler		Members Absent:	Present - 3 Absent – 0 Quorum – Y	Others Present / Guests: John Lollis Samantha Rummage Mathias	
TOPIC		Discussion/Recommendations		ACTION	RESPONSIBLE
	Call to Order	Chair David Ahern called the meeting to order at 3:06 pm			Ahern
	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.			
		Action Items			
1.	Meeting Minutes	A motion to approve Aug 26, 2026, Meeting Minutes was made by C Groover with a second by D Butler. Motion approved.		Approval of Aug 26, 2026 meeting minutes	Groover / Butler
2.	Financial Report	A motion to approve in one action the following: Motion to approve financial reports Jan-Aug 2026. Discussion included review of collections vs budget. A motion was made by D Butler with a second made by C Groover. Motion approved.		Approved Financial report	Butler / Groover
3.	Designate TMD rep on CVB board	C Groover nominated Domonique Butler to fill TMD-designated seat on the VCVB Board of Directors with a second by D Ahern. All approved.		Elect D Butler as TMD Rep	Groover / Ahern

4.	AOR Contract Review	Discussion on relationship with Fourth Idea in 2027. D Ahern motioned to direct staff to reach out to Two Six on their pricing and other details on impact of separating from AOR and report back to board.	AOR Research options	Ahern / Butler
		Information Items		
1.	TMD Annual Report	City staff updated the board on the date for annual report presentation to City Council. Date is moved from Sep 26 to Oct 5 at 4:00 work session. Staff will continue to up update the slide deck for the presentation.	Information Only	
2.	Letter of Support	Visalia Transit requested a letter of support for the grant application they are pursuing for new internal shuttle buses. Letter signed by board chair and submitted to Transit staff.		
3.	Informational Items / Staff Report	Staff presented options for marketing projects. Board directed staff to move forward with World Ag Expo tour sponsorship (\$10,000), (2) Visit CA dedicated e-newsletters with dates in 2027 (\$8,500 each), and the Visit CA reverse trade mission in Dec (\$3,000) Board directed staff to research other less traditional projects. A reminder to ensure all TMD member-properties are invited to attend board meetings. A quarterly partner update report should be sent that highlights how their funding is spend.	Selection of Marketing Projects	Bianco
4.	Depot Tour	Staff will arrange for a tour of The Depot Cultural Museum property (Any Friday am)		
		Adjournment		
		Chair Ahern adjourned the meeting at 5:05 pm	Adjourn	Ahern

Next Regular Meeting: October 28, 2026 – 3:00pm – Visit Visalia Office: 112 E. Main