



Visalia Tourism Marketing District Board of Directors Regular Meeting

Wednesday, November 16, 2022, 9:00 AM  
Visalia Marriott Hotel, 300 S. Court St. Visalia CA 93291

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1. Call to Order  
Carrie Groover, Chair
2. Public comments  
Verbal Public Comment - Call (669) 900-6833; state and spell your name, mention the agenda item you are calling about. 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.
3. Presentation by MMGY – Via Zoom (+ Q & A):  
Leah Swofford, Tim Switzer, Cynthia Zavala, Dustin Sharp
  - a. Media Performance Report – October 2022
  - b. 2023 Media Plan
4. Consent items:
  - a. **Approval of Minutes:**  
Approve minutes from Special Board Meeting – August 24, 2022
  - b. **Treasurer’s Report:**  
Approve Treasurer’s report – August 2022
5. Action Items  
Request for marketing funds for:  
Brand USA Global Inspiration Program-Spring 2023 \$6,700  
Hotel Beds Renewal: \$7,500
6. Discussion items
  - a. HotelBeds.com (\$7,500 investment)
    - i. Final Program Recap – [Landing Page](#)
      1. Flight: July-October 2022 in Canada, UK, Germany, and Mexico
      2. 142 room nights for a revenue total of \$21,704
  - b. Tourism Economics – Symphony Executive Summary
    - i. Quarterly Review
    - ii. Review POI



- c. Photo Asset Development – Kreatve Content
  - i. Status Update
- d. Autism Video Series – Zach Green Productions
  - i. Status Update
- e. Budget Reminders for 2023
  - i. 2023 \$5,000 Soccer City Sponsorship due Feb 2023
  - ii. 2023 \$5,000 toward ED recruitment
  - iii. 2023 \$50,000 for autism recertification
- f. Board of Directors Positions - 2023
- g. 2023 VTMD Board of Directors Meeting Schedule:
  - i. Feb 22, 2023
  - ii. May 24, 2023
  - iii. August 23, 2023
  - iv. November 15, 2023 (changed due to Thanksgiving Holiday)

7. Good of the Order

Next Meeting: Wednesday, Wednesday, Feb 22, 2023 at 9:00am  
Visalia Marriott Hotel, 300 S. Court St. Visalia CA 93291.

8. Adjourn

**Notes:**

*In compliance with the American Disabilities Act, if you need special assistance to participate in meetings call (559) 334-0141 48-hours in advance of the meeting. For Hearing Impaired, call (559) 334-0141 48-hours in advance of the scheduled meeting time to request signing services.*