



Visalia Tourism Marketing District Board of Directors SPECIAL Meeting  
Comfort Suites 210 E Acequia Ave, Visalia, CA 93291 Visalia CA 93291  
Thursday, June 8, 2023, 1:30 PM

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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. Consent items:
  - a. **Approval of Minutes:**  
Approve minutes from Regular Board Meeting – March 1, 2023
  - b. **Treasurer’s Report:**  
Approve Treasurer’s report –Jan 1- Feb 13, 2023
4. Action / Discussion Items  
[Visit CA Partner Opportunities](#)  
  
Westways Magazine – Jerri Harris (Harris.Jerri@aaa-calif.com)  
  
aRES Packages: Shuttle Tickets / Gas Cards – email both  
Justin Stratford (justin.stratford@arestravelinc.com)  
Sandra Humphreys ([sandra.humphreys@arestravelinc.com](mailto:sandra.humphreys@arestravelinc.com))  
  
Bandwango – in-market rewards programs ([see demo](#) here) more info attached.
5. Discussion items
6. Good of the Order
7. Adjourn - Next Regular Meeting: Wednesday, Wednesday, August 23, 2023 at 9:00am  
Visalia Marriott Hotel, 300 S. Court St. Visalia CA 93291.

*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.*



More info on Bandwango:

Thanks for taking the time to chat with me about Bandwango! I'm pumped that you agree Bandwango might be the perfect solution for Visalia. I certainly love the Autism focused passport as well as the other ideas like a bucketlist trail, Beer/Taco Trail, Farm & Blossom Trail, and even the Art's and Mural trail.

I definitely want to get a second demo set up so we can talk in depth about some next steps and really dig into the details and timeline. [Here's my link for easy scheduling](#). Please feel free to invite other teammates!

In the meantime, here is a [short, 5-minute demo](#) that you can share or watch for a refresher on the platform. I'm including a few other resources I think might be helpful as well!

- [Bandwango Overview Deck](#)
- [Bandwango Merchant Outreach & Onboarding Process Video](#)
- [Gamified Trails](#)
- [Paid Attractions Pass](#)

Here are a couple Case Studies as well:

- [Mural Trail Case Study](#)
- [Corpus Christi Attractions Pass](#)
- [Kansas City Taco Trail Case Study](#)

Here are a few of the examples I shared on the demo (plus other trails that are similar to [ideas you talked about]).

- [Visit Mesa Live Life Limitless Autism Passport](#)
- [Stockton Passports \(Bucket List, Arts Trail, Farm Stands\)](#)
- [Bakersfield Brewery Trail \(Gamified Check-in\)](#)

I agree that the DXE Deluxe package likely makes the most sense since you get a better bang for your buck. Like I mentioned on the call, we allow for custom pricing based on the scope of your project. Also, you asked about excluding zipcodes or only allowing certain zip codes to sign up and we are able to do that as well. I'm looking forward to connecting again you soon.