



Visalia Tourism Marketing District
Board of Director's Special Meeting Minutes
Wednesday, December 22, 2021, 1:40 PM
Meeting at Wyndham Hotel

1. **Call to Order** – Samantha Rummage-Mathias, Chair. Present: Anil Chagan, Carrie Groover, Robert Lee, Nellie Freeborn, and guest Nick Macia. Also present only for their presentations: the five member MMGY team lead by Leah Swofford and aRes representative Justin.
2. **Public comments**- None
3. **Consent Items:** Minutes of August 25, 2021, August 30, 2021, and November 30, 2021 financial reports were reviewed, motioned for approval by Robert, seconded by Carrie and passed unanimously.
4. **Discussion items:**
 - a. **Presentation by MMGY:** their team gave a travel overview; discussed targeting groups for 2022; dropping Travel Desk for Sojern; budgeting \$100k towards social media; goals for CPA & CPE set at \$25 and \$3 respectively; and the total 2022 targeted at \$350k. Their PowerPoint will be forwarded.
 - b. **aRes** – representative Justin discussed packages that properties could offered separately from CVB promotions and potential link with property websites.
 - c. **2022 Marketing services & other expenses** – additional marketing expenses over and above MMGY's budget will be incurred including using Go Creative Group. Because of the TMD's surplus funds Nellie was asked to present a prioritized \$100,000 marketing spend, which was reviewed, over and above last year's budget.
 - d. **Marketing District Plan** – Civitas brought up the challenges to overcome if we were to include short-term rentals in the TMD.
 - e. **Election of Officers** – there were no changes to the slate of officers proposed at the August 25th meeting.
 - f. **CAC Reimbursement** – as a caveat to the reimbursement of up to \$5,000, each property must have attained the IBCCES Certified Autism Center designation before receiving reimbursement.
5. **Action Items**
 - a. Anil motioned to authorize the Executive Director to extend a marketing services Agreement with the agency of record, MMGY, for the 2022 calendar year up to \$350,000. Robert seconded and motion passed.



- b. Approval of the 2022 TMD budget and additional marketing expenses was tabled.
- c. Anil motioned to amend the CAC reimbursement process to TMD funded hotels. Hotels must complete and earn the CAC certification before reimbursement. An exemption to the CAC reimbursement for the Marriott; they will be reimbursed up to \$5,000 before year end 2021. If the Marriott doesn't receive their IBCCES Certified Autism Center designation by June 30, 2022, those funds will be returned to the TMD. Robert seconded the motion and it passed.
- d. Robert motioned to re-elect Anil Chagan and Samantha Rummage for an additional two-year term expiring December 31, 2023. Carrie seconded and the motion passed.
- e. Anil motioned to elect the following officers for 2022: Chair-Carrie Groover; Vice-Chair-Samantha Rummage-Mathias; Treasurer-Anil Chagan; and Secretary-Robert Lee. Robert seconded the motion and it passed.

6. **Adjourn** at 3:50 pm

Respectfully submitted,

Robert Lee