



**Visalia Tourism Marketing District
Board of Director's Special Board Meeting Minutes**

Thursday, February 17, 2021, 2:05 PM

Zoom Teleconference Meeting

1. **Call to Order** – Samantha Rummage-Mathias, Chair. Present: Anil Chagan, Carrie Groover, Robert Lee and Nellie Freeborn. Guests: MMGY team lead by Amber Kuhnert plus 3 team members.
2. **Public comments**- None.
3. **Discussion items:**
 - a. **MMGY Campaign Summary** – MMGY's team extensively reviewed their 2020 campaign from June forward. They were generally satisfied with the results of their marketing efforts despite the pandemic and then later with the September fires. MMGY will also follow through by forwarding an electronic file of their presentation.
 - b. **2021 MMGY Budget** – During the course of discussing a revised \$350,000 budget, three of MMGY's team left the meeting leaving Amber to discuss their budget in greater detail. Two areas of cost trimming targeted were the agency fees related to the creative budget of \$44,000. These could be reduced or delayed subject to environmental variables.
 - c. **2021 VTMD Budget** – Anil reviewed the 2021 budget and felt the \$500,000 assessment collections was reasonable. Adjustments to unspent funds carry over of \$21,000 and holding the MMGY budget at \$350,000 were discussed and generally agreed. A revised budget will be presented at the next board meeting for approval.
4. **Adjourn** at 4:00 pm

Respectfully submitted,

Robert Lee