



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

Thursday, September 17, 2020, 1:00 PM

Zoom Teleconference Meeting

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1. **Call to Order** – Samantha Rummage-Mathias, Chair. Present: Anil Chagan, Carrier Groover, Robert Lee and Nellie Freeborn. Guests: MMGY team lead by Amber Kuhnert and 3 team members.
2. **Public comments**- None.
3. **Consent Items**: None.
4. **Discussion items**:
  - a. **MMGY August Monthly Report** – MMGY's David Riley reviewed the campaign to date. All KPI trends are positive, only negative was CPI which increased 9% but still within margins. MMGY will provide their overview presentation to Nellie.
  - b. **VTMD Budget Status** – Nellie recommended working with MMGY on a work schedule moving forward to the end of the year. Anil reported approximately \$310k cash balance with TMD assessments paid through July but lagging at 60% of last year. Nellie suggested giving MMGY a budget of \$150k for the balance of the year. Because of the fires and some critical comments made on social media, marketing has been frozen for a short period.
  - c. **Gas Card Program and Tourism Bounce Back offer**: Nellie reported slightly over \$2,000 has been paid to date under current promotion which will run through the end of December. MMGY will tag and monitor the gas promotion on aRes. The \$75 bounce back program to start December 1<sup>st</sup> and end March 31<sup>st</sup>. \$10k was allocated to the initial promotion.
  - d. **Tourism Video**: Anil & Carrie discussed tourism videos that could either be played in guest rooms or hotel lobby depending on hardware. Staff and the Tourism Committee to continue working on this project and report to TMD board, since funding will come from TMD.



5. **Action Items:**

- a. Motion by Anil to authorize the Executive Director to work and review the Statement of Work from MMGY for the continuation of marketing services to the end of the year for up to \$150,000. Additionally, the Executive Director will move forward working with MMGY on the bounce back marketing campaign to incentivize travel with two nights stays; up to \$10,000 in gas cards to be allotted. Robert seconded and passed unanimously.

6. **Good of the Orders:** None

7. **Adjourn** at 2:00 pm

Respectfully submitted,

**Robert Lee**