



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

Thursday, February 17, 2020, 2:00pm

Teleconference Meeting:

<https://us02web.zoom.us/j/84198942222>

Conference Call Number: 1 669 900 6833 | Meeting ID: 841 9894 2222

1. Call to Order

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. **None**

4. Discussion items:

a. **MMGY 2020 Performance Reporting, 2021 Marketing Plan/Statement of Work:**

MMGY team will provide an update on 2020 marketing initiative, key indicators, achievement to goal and future planning/recommendations.

b. **VTMD Budget Status:**

The board will discuss TMD revenue projections based on forecasted data, review annual budget impacts and consider a recommendation for moving forward with the Statement of Work timeline and budget provided by MMGY.

5. Action items:

a. None

6. Good of the Order

7. 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.