



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

Thursday, May 27, 2021, 11:05 AM

Zoom Teleconference Meeting

1. **Call to Order** – Samantha Rummage-Mathias, Chair. Present: Anil Chagan, Carrie Groover, Robert Lee, and Nellie Freeborn. Also present only for their presentation, the five member MMGY team lead by Leah Swofford.
2. **Public comments**- None
3. **Consent Items:** Minutes of February 17 & 24, 2021 as well as April 30, 2021, financial report were reviewed, motioned for approval by Robert, seconded by Anil and passed unanimously.
4. **Presentation by MMGY:** some highlights include desktop searches skewing towards young males (25-34) at 57%; the drive market promotion has the Park pass performing slightly better than the gas card; and there were concerns about optimizing the Travel Desk. Finally, an extensive discussion revolved about video production options, impact on budget and 3-day shoot vs 5 days.
5. **Discussion items:**
 - a. **MMGY video production** – The board was in favor of a 5-day shoot at an estimated cost of \$73k (vs 3 day at \$43k). By reallocating from another budgeted expense line, there would be no changes to the overall MMGY annualized budget. While the Board generally favored keeping the work with MMGY, Nellie was asked to check with local agencies for other options.
 - b. **Other items** – discussed having an independent FB page by partnering with a local cycling group or a something like alltrails.com. We may meet in person at the CVB office for the next meeting.
6. **Adjourn** at 12:35 pm

Respectfully submitted,

Robert Lee