

Modesto Convention & Visitors Bureau
DRAFT BOD Meeting Minutes
October 11 2023

- I. The Board meeting was called to order for the Board at 9:03am by Vice Chair Pervez Khan

Roll call was conducted as follows:

Present: Pervez Khan, Bert Tabrizi, Angela Cangiamilla, Chad Hilligus, Bert Tabrizi

Absent: Amber Lingley, Rodney Cordova

Excused: Chris Murphy

Also present were Todd Aaronson, CEO Visit Modesto, and Visit Modesto Staff – Kristin Galloway, Business Development

- II. A Brief Closed Session was held to discuss issues relating to staff. No action items items were taken.
- III. **Approval of Board Minutes;** Minutes from August 16, 2023– Chad Hilligus moved to approve, Rodney Cordova seconded the motion. The motion passed unanimously on roll call vote.
- IV. Approval of TMD Minutes; Minutes from June 27, 2023 – Hollie Huson moved to approve, Brittany Guevarra seconded the motion. The motion passed unanimously.
- V. **Anti-Trust** information reviewed for Board and attendees.
- VI. **Agenda Items**
- a) Chad Hilligus moved to approve the August 16, 2023 minutes, Angela Cangiamilla seconded the motion. The motion passed unanimously.
- b) Todd Aaronson reviewed the Anti Trust policy
- c) **Consent Items presented on agenda;**
- i) With no items reviewed for discussion, Angela Cangiamilla moved to approve the consent items, Pervez Khan seconded the motion. The motion passed unanimously.
- d) Todd Aaronson reviewed with the Board changes to the renewal of the TMD
- i) Motion to rescind the motion approving the TMD renewal with a 2% Fee Cap
- (1) Motion to Approve by Angela Cangiamilla, seconded by Chad Hilligus. The motion passed unanimously.
- ii) Motion presented “To approve renewal of the Modesto Tourism Marketing District for a term of 10 years, with a 3% Cap on Fees with the fee of 1% to continue until an approved change by the TMD Committee and presented to the Board. All other terms remain the same as submitted.”
- (1) Motion to Approve by Pervez Khan, seconded by Angela Cangiamilla. The motion passed unanimously.
- e) Todd Aaronson discussed the challenges in the Central Valley market for the year. With Modesto leading the major city results of the last few months, the City still lags behind budget and last year’s occupancy and RevPAR.

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Aaronson presented using ARPA funding to increase the budget for additional marketing and sales initiatives as follows which includes the previously approved Civitas contract increase:

Item	Month	Amount	NOTES	
Civitas	Annual	\$ 10,000	cost increase	TMD Budget
Visit CA Mixer	September	\$ 5,000	new opportunity/60% ARPA	
CalTravel Sponsorship	October	\$ 8,000	new sponsorship/60% ARPA/Commercial	
ARPA	October	\$ 2,500	Pink Extra	Madden results
ARPA	December	\$ 2,500	Cheer Extra	Madden results
ARPA	Oct-Jan	\$ 500	per month	Madden for CWC
ARPA	March	\$ 3,500	ABC extra	Madden results
ARPA	Jan-June	\$ 2,500	Gallo Sponsorship	Advertising
ARPA	Nov-March	\$ 10,000	Symphony/Ballet/Opera	Arts/Ent Sponsorships
ARPA	June	\$ 2,500	Graffiti Extra	Madden results
ARPA	Oct	\$ 4,500	Sister Cities	
Benefits 3%	Annual	\$ 5,000	COLA	Spread to TMD/Operating
OTHER		\$ 28,000	\$7,800 to ARPA	
ARPA		\$ 24,000	Direct to ARPA	
TOTAL		\$ 52,000	\$31,800 to ARPA	

- i) Motion to approve an increase per CEO recommendations made by Pervez Khan and seconded by Bert Tabrizi. Chad Hilligus recused himself from the vote due to a conflict of interest. The motion passed unanimously.
- f) Todd Aaronson recommended that the Board Meetings move to the 2nd Tuesday of the month so that the Visit Modesto team can complete month end reports and transactions for more accurate reporting. With no discussion it was suggested that come as a motion at the next meeting.
- g) Todd Aaronson provided the Annual Report as submitted to the City of Modesto and posted online.
- h) Kristin Galloway and Todd Aaronson suggested holding 2 joint TMD / BOD Meetings per year. This will be discussed at the next board meeting and TMD meetings for motions.

VII. Public Comments: None

VIII. Matters too late for the agenda; none.

IX. Adjournment: 10:23 AM

With no further business Chair Murphy closed the meeting

Minutes submitted by: Todd Aaronson 11/30/23

Approved by BOD _____

Secretary Review: Date _____ Signature _____