

**MODESTO TOURISM MARKETING DISTRICT
MANAGEMENT COMMITTEE MEETING – 1.9.2024**

- I. MTMD Management Committee:** January 9, 2024; Meeting called to order at 3:32pm by Vanessa Emo
- II. Roll Call:** conducted by Kristin Galloway, VM
 - a. Attendees Present: Trushil Khatri, Brittany Guevarra, Hillie Huson, Vanessa Emo, Nikki Foster
 - b. Other Attendees: Todd Aaronson, Kristin Galloway (Visit Modesto); Perla Ibarra, Tiffany Williams (Modesto Lodging Partner & MTMD Committee Candidate)
- III. Approve Minutes:**
 - a. Hollie Huson moved to approve the minutes from October 17, 2023
 - b. The motion was seconded by Trushil Khatri.
 - c. The motion was approved unanimously
- IV. Sherman AntiTrust:** reviewed by VM team
- V. MTMD Renewal:**
 - a. Discussion regarding timeline and processes, letters of recommendation led by Todd Aaronson
 - i. All approved by way of roll call vote.
 - b. Discussion regarding MTMD Renewal Committee’s recommendation from September committee meeting with Civitas:
 - i. Recommendation: Approve renewal of the Modesto Tourism Marketing District for a term of 10 years with a 3% cap with the current fee of 1% to continue until an approved change by the TMD and presented to the Visit Modesto Board of Directors.
 - ii. Bert Tabrizi moved to approve the recommendation from the MTMD Renewal committee from September 2023.
 - iii. Nikki Foster seconded the motion.
 - iv. All approved by way of roll call vote.
- VI. MTMD Consent Items in Packet:**
 - a. Nikki Foster moved to approve the Consent Packet
 - b. Brittany Guevarra seconded the motion
 - c. Motion approved unanimously
- VII. Updates:**
 - a. CalASAE Seasonal Spectacular
 - b. Group Marketing – done by Kristin Galloway
 - c. City Collaboration: Economic Development – done by Kristin Galloway
 - d. Downtown Lighting – done by Todd Aaronson
 - e. Staff Updates – done by Kristin Galloway
- VIII. State of the Hospitality Industry**
- IX. MTMD Issues:**
 - a. Tour & Travel: IPW – discussion of preferential leads selected by group
 - b. New STR Reporting – selected to split by upscale and midscale categories
 - c. Monthly Collateral – discussed posters, rack cards
- X. Programmatic Updates:**
 - a. Almond Blossom Cruise – reviewed by Kristin Galloway
 - b. Near Campaign – reviewed by Elyse Chistiansen
- XI. Matters too late for the Agenda**
 - a. MTMD Aid Station at Modesto Marathon
- XII. Comments from the Public**

a. Discussed Photography used in hotel ads

XIII. Adjournment: The regular meeting was closed with no objections at 5:03 by Chairperson, Vanessa Emo