

**MODESTO TOURISM MARKETING DISTRICT
MANAGEMENT COMMITTEE MEETING – 4.9.2024**

- I. **MTMD Management Committee:** April 9, 2024; Meeting called to order at 3:33pm by Vanessa Emo
- II. **Roll Call:** conducted by Kristin Galloway, VM
 - a. Attendees Present: Trushil Khatri, Vanessa Emo, Nikki Foster, Neal Khatri
 - b. Other Attendees: Kristin Galloway (Visit Modesto)
- III. **Approve Minutes:**
 - a. Nikki Foster moved to approve the minutes from January 9, 2024
 - b. The motion was seconded by Trushil Khatri.
 - c. The motion was approved unanimously
- IV. **Sherman AntiTrust:** reviewed by MTMD Committee Chairperson, Vanessa Emo
- V. **Consent Packet:**
 - a. Neal Khatri moved to approve the consent packet
 - b. Nikki Foster seconded the motion
 - c. The motion was approved unanimously
- VI. **MTMD Renewal Update:**
 - a. Discussion regarding City Council Attendance Needed by Committee Members
- VII. **MTMD Consent Items in Packet:**
 - a. Nikki Foster moved to approve the Consent Packet
 - b. Brittany Guevarra seconded the motion
 - c. Motion approved unanimously
- VIII. **TMD Fee Payment Issues:**
 - a. Discussed City response
 - b. Discussed possible Committee response
- IX. **STR/State of Occupancy**
- X. **Strategic Planning Overview**
 - a. Reviewed SWOT
 - b. Reviewed KPIs
 - c. Reviewed Timeline
- XI. **Updates:**
 - a. City Collaboration: Economic Development – done by Kristin Galloway
 - b. Staff Updates – done by Kristin Galloway
- XII. **State of the Hospitality Industry**
- XIII. **MTMD Issues:**
 - a. Monthly Collateral – discussed posters, rack cards
- XIV. **Programmatic Updates:**
 - a. Almond Blossom Cruise – reviewed by Kristin Galloway
 - b. GarageFest – update by Kristin Galloway
- XV. **Matters too late for the Agenda**
 - a. None noted
- XVI. **Comments from the Public**
 - a. None
- XVII. **Adjournment:** The regular meeting was closed with no objections at 4:43pm by Chairperson, Vanessa Emo