

- I. The committee meeting was called to order at 3:07pm by Chair Vanessa Emo
- II. Roll call was conducted as follows: <sup>(OBJ)</sup>
  - a) **Present:** Vanessa Emo, Trushil Khatri, Bert Tabrizi, Neal Khatri, Hollie Huson
  - b) **Absent:** Brittany Guevara
  - c) Also Present: Todd Aaronson, CEO Visit Modesto
- III. **Anti-Trust & Brown Act** information reviewed
- IV. **Agenda Items**
- V. **Consent Items presented on agenda;**
  - a) Per Vanessa Emo, correction to financials for under budget being represented with brackets (see attached)
  - b) Motion to accept consent items with edits as noted made by Hollie Huson and seconded by Trushil Khatri. The motion passed unanimously.
- VI. Todd Aaronson reviewed the application of the request to join the MTMD by the Hotel Bayit in Salida, Vanessa Emo shared her experience with the site visit and meeting with the owner, Vanessa Parks. Aaronson shared that the collections would start in January or February for the hotel if accepted
  - a) Trushil Khatri moved to accept the Hotel Bayit as a voluntary member of the MTMD and the motion was seconded by Neal Khatri. The motion was passed unanimously.
- VII. Todd Aaronson and Elyse Christiansen discussed the marketing and business strategies for the coming months and use of the MTMD funds to support initiatives as follows;
  - a) Occupancy focused marketing
  - b) Looking at FY 25/26 and beyond to hire a director level manager for
    - i) Youth Sports
    - ii) Tour & Travel
    - iii) This individual would be responsible for working with CEO and marketing team to develop and execute strategies for awareness and growth in these markets
  - c) Upcoming campaigns and costs were reviewed
- VIII. Updates for discussion
  - a) Quiet Zones and City plans reviewed by staff
  - b) Centre Plaza status reviewed by Vanessa Emo
- IX. MTMD District Fee Review
  - a) Aaronson presented the case for increasing MTMD fees by 0.5% in FY 25/26 and again in 26/27
  - b) Aaronson presented regional DMO fee structures that are more than double that of Visit Modesto MTMD fees
  - c) The committee discussed the pros and cons as well as the benefits of one increase versus two increases
  - d) A motion was made by Hollie Huson to; 'Increase the TBID rate for the Modesto Tourism District by 0.5% per Fiscal Year for the 2 years starting July 1, 2025, and July 1, 2026'. The motion was seconded by Bert Tabrizi. The motion passed unanimously.
- X. There were no public comments
- XI. The meeting was adjourned at 5:28pm by Chair Vanessa Emo  
 Draft Minutes submitted by: Todd Aaronson, CEO 12/26/24  
 Approved by MTMD \_\_\_\_\_  
 Secretary Review: Date \_\_\_\_\_ Signature \_\_\_\_\_

**Visit Modesto, Inc.**  
**Profit and Loss by Class**  
 July - November, 2024

	ARPA	Operating	TMD	Not Specified Other	TOTAL	Budget	Variance %	Variance \$	
<b>Income</b>									
30100 Sales of Product Income		899			899				
30200 Services		236,236	226,751	1,002	463,989				
<b>Total Income</b>	<b>0</b>	<b>237,135</b>	<b>226,751</b>	<b>1,002</b>	<b>464,888</b>				
<b>Gross Profit</b>	<b>0</b>	<b>237,135</b>	<b>226,751</b>	<b>1,002</b>	<b>464,888</b>	\$ 453,509	103%	\$ 11,379	
<b>Expenses</b>									
Total 50100 Labor	23,844	97,962	67,220	0	189,026	\$ 284,626	66%	\$ (95,600)	REDUCED STAFFING AND LABOR EXPENSES
Total 50200 Office	0	19,732	11,447	55	31,235	\$ 30,600	102%	\$ 635	UTILITIES UP MORE THAN EXPECTED
Total 50300 Marketing/Advertising	976	33,263	31,921	111	66,272	\$ 90,415	73%	\$ (24,143)	
Total 50400 Business Services	0	17,544	11,059	0	28,603	\$ 38,000	75%	\$ (9,397)	
Total 50500 Misc	76	9,214	11,495	0	20,785	\$ 6,500	320%	\$ 14,285	SUBSCRIPTION CODING - INLINE W/ BUDGET
Total 50700 ARPA	88,777	7,396	7,396	0	103,570	\$ 121,900	85%	\$ (18,330)	
<b>Total Expenses</b>	<b>113,673</b>	<b>185,112</b>	<b>140,539</b>	<b>166</b>	<b>439,491</b>				
<b>Net Operating Income</b>	<b>-113,673</b>	<b>52,022</b>	<b>86,212</b>	<b>836</b>	<b>25,397</b>	\$ (118,532)	-21%	\$ 143,929	UNDER BUDGET OVERALL
Other Income									