



**VISALIA CONVENTION AND VISITORS' BUREAU
AGENDA – REGULAR BOARD MEETING**

Wednesday, February 14, 2024 • 9:00 a.m.

Visalia City Administration Office-Board Room, 220 N Santa Fe St, Visalia, CA 93292

Call to Order / Introductions

Steve Nelsen, Chair

Public Comment:

Time allowed for comments on subject matters pertaining to items on the agenda. Each speaker will be allowed three minutes. No action can be taken on items mentioned in public comment at this time.

Action Items:

- | | |
|--|------------|
| 1) Approval of Minutes: December 13, 2023 | All |
| 2) Treasurer's Report: CY2023 & January 2024 | John Oneto |

Discussion / Informational Items:

- | | |
|---|---------------|
| 1) Board Development Taskforce | Steve Nelsen |
| 2) Executive Director Update
New Staff: Veronica Manzo
TOT/CA Visitation/Park Visitation
Convention Support – Welcome Videos | Sherrie Bakke |

Action Items:

- | | |
|--|----------------|
| 3) Record Retention Policy | Steve Nelsen |
| 4) Convention Incentive Program | Steve Nelsen |
| 5) Visalia Tourism Marketing District MOU Revision | Steve Nelsen |
| 6) 2024 Marketing Plan | Suzanne Bianco |

Next Meeting: March 13, 2024, 9:00 a.m. at Visalia City Administrative Office – Board Room, 220 N. Santa Fe Street

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For Hearing Impaired, call (559) 334-0141 48-hours in advance of the scheduled meeting time to request signing services.

Written materials relating to an item on this agenda submitted to the Advisory Body are available for public inspection in the Visit Visalia Office, at 112 E. Main Street, Visalia, CA 93291, during normal business hours.