



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

Wednesday, March 20, 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: February 14, 2024 | All |
| 2) Treasurer's Report | John Oneto |

Discussion / Informational Items:

- | | |
|--|---------------|
| 1) Board Development Taskforce- Update | Steve Nelsen |
| 2) Executive Director Update | Sherrie Bakke |

Action Items:

- | | |
|--|----------------|
| 1) Visalia Tourism Marketing District MOU Revision | Steve Nelsen |
| 2) 2024 Marketing Plan | Suzanne Bianco |

Next Meeting: April 10, 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.