



Visalia Tourism Marketing District Board of Directors Meeting  
Comfort Suites Hotel, 210 E. Acequia Street, Visalia CA 93291  
Wednesday, May 22, 2024 – 3:00pm

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1. Call to Order Anil Chagan, Chair
2. Public comments
3. Action Items
  - A. Meeting Minutes
  - B. Board Member Resignation
  - C. Financial Report
    - a. Annual Report
  - D. Marketing Campaign Opportunities
    - a. Live Visalian (<https://www.amazon.com/Live-Italian/dp/B0B8NFL353>)
  - E. Destination Development Initiatives
    - a. Grant Program
    - b. Destination by Design
4. Discussion/ Information
  - A. VCVB – VTMD Board Appointment
  - B. World Ag Expo
  - C. Visit CA Regional Strategic Planning
  - D. Marketing
    - a. MMGY Fall Campaign (August-October)
      - i. In A Landscape: August & September
      - ii. Dark Sky Festival: August & September
      - iii. Evergreen in October
  - E. 2023 TOT and Short-Term Rentals
  - F. STR Report
  - G. Reskin of VisitVisalia.com
  - H. Destination Development
    - a. Certified Autism Destination – April Campaign Review
    - b. Hunter Noack
  - I. Knowland
5. Adjourn

Next Regular Meeting: August 28, 2024  
Comfort Suites Hotel, 210 E. Acequia Street,  
Visalia CA 93291

*In compliance with the American Disabilities Act, if you need special assistance to participate in meetings call (559) 334-0141 48-hours in advance of the meeting. For Hearing Impaired, call (559) 334-0141 48-hours in advance of the scheduled meeting time to request signing services.*