



VISALIA TOURISM MARKETING DISTRICT

AGENDA

REGULAR MEETING

Wednesday, August 27, 2025 • 3:00 pm
Visit Visalia Tourism Office: 112 E. Main Street

BOARD MEMBERS

Hector Ramos
Chair
Hilton Garden Inn
Residence Inn

Anil Chagan
Treasurer
Comfort Suites
Hampton Inn

Carrie Groover
Secretary
Marriott at the Visalia
Convention Center

David Ahern
Member
The Darling Hotel

Call to Order

Hector Ramos

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. Meeting Minutes: June 25, 2025 | Carrie Groover |
| 2. Board of Director Appointment | Hector Ramos |
| 3. Financial Report: July 31, 2025 | Anil Chagan |
| 4. California Hotel and Lodging Association | Staff |
| 5. Expedia Campaign – CVB Budget | Staff |
| 6. Civitas Engagement | Staff |
| 7. Special Marketing Projects | Staff |
| World Ag Expo Sponsorship | |
| 8. Special Destination Development Projects | Staff |

Ardenland: <https://www.ardenland.net/>

Fox Theatre Capital Campaign

Visalia Heritage Capital Campaign

The Source Capital Campaign

Discussion /Informational Items:

- | | |
|----------------------|-------|
| 1. Staff Report | Staff |
| 2. Good of the Order | |