



**VISALIA CONVENTION AND VISITORS' BUREAU
AGENDA – SPECIAL BOARD WORKSHOP**

Monday, October 30, 2023 • 2:00pm – 5:00pm
Adventure Park, 5600 W. Cypress Ave. Visalia, CA 93277

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.

Workshop Facilitated by DMOProZ

Bill Giest, Principle

- The evolving role of Destination Marketing Organizations in America
- Board Governance and Professional Staff Leadership
- Performance Measurement
- Community Outreach and Collaboration
- The Role of Events and Festivals
- Place Making and Experience Development

Wrap Up and Next Steps

Steve Nelsen

Adjourn

Next Regular Board Meeting: November 8, 2023, 9:00 a.m. at Visalia City Administrative Office – Board Room, 220 N. Santa Fe Street

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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.