



**VISALIA CONVENTION AND VISITORS' BUREAU
AGENDA**

SPECIAL COMBINED CVB/TMD BOARD MEETING

Wednesday, January 22, 2025 • 3:30 pm
City of Visalia Administrative Offices: 220 N. Santa Fe

Call to Order

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.

Work Session:

1. Brand Strategy Presentation – Fourth Idea
2. Destination by Design Key Observations and Survey Results
3. Destination Development Priorities – 2025 & Beyond
4. Mission | Vision | Values

Action Items:

1. Brand Development Engagement with Fourth Idea

Discussion /Informational Items:

Members of the public may participate in the discussion when called upon.

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. 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.