



**VISALIA CONVENTION AND VISITORS' BUREAU**

**AGENDA – REGULAR BOARD MEETING**

Wednesday, August 14, 2024 • 9:00 a.m.

Visit Visalia 112 E. Main Street, CA 93291

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.

Action Items:

- 1) Approval of Minutes: July 10, 2024
- 2) Treasurer's Report, July 31, 2024 John Oneto
  - a. Incentive Program Extension
- 3) Knights of Columbus Transportation Staff
- 4) Marketing Budget Allocation – \$30,000 Staff/VTMD
  - a. Live Visalian – [Live Italian](#)
- 5) Downtown Tourism Attraction Development Staff  
FKA Sequoia Legacy Tree

Discussion /Informational Items:

- 1) Executive Director Report Sherrie Bakke
- 2) Tourism Marketing District Update Anil Chagan
- 3) SEKI Report Sintia Kawasaki-Yee

Next Meeting: September 11, 2024, 9:00 a.m. at Visit Visalia – Tourism Office – 112 E. Main Street

*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.*