



Visalia Tourism Marketing District Board of Directors Meeting
Comfort Suites Hotel, 210 E. Acequia Street, Visalia CA 93291
Wednesday, June 26, 2024 – 3:00pm

1. Call to Order Anil Chagan, Chair
2. Public comments
3. Action Items
 - A. Meeting Minutes: May 22, 2024
 - B. Secretary Election
 - C. Financial Report
 - D. Marketing Campaign Opportunities
 - E. Destination Development Initiatives
 - a. The Source Proposal
 - b. Sequoia Riverlands Trust
4. Discussion/ Information
 - A. Annual Report Presentation – City of Visalia
 - B. World Ag Expo - update
 - C. Marketing
 - a. MMGY Campaign Deliverables
 - b. Gas Card Campaign
 - D. FAM Tour Deliverables
 - E. STR Report
5. Good of the Order
6. Adjourn

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

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