



Visalia Tourism Marketing District Board of Directors Meeting  
Marriott Hotel, 300 S. Court Street, Visalia CA 93291  
Monday, November 13, 2023 - 3:00 pm

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1. Call to Order Carrie Groover, Chair
  
2. Public comments  
Verbal Public Comment - Call (669) 900-6833; state and spell your name, mention the agenda item you are calling about. 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.
  
3. Consent items:
  - a. Approval of Minutes:  
Approve minutes from Regular and Special Board Meetings – August 23, 2023, October 12, 2023, October 16, 2023
  - b. Treasurer’s Report:  
Approve Treasurer’s report: January 1, 2023 – November 1, 2023
  
4. Discussion or Action items Part I
  - a. MOU with CVB  
Request to accept modifications proposed by the CVB Board on 11/8/2023
  - b. Request to hold special meeting to approve 2024 Marketing Plan
  - c. Destination Development  
Request to host Janet Evans, Chief Athlete Officer, LA28
  - d. Lobby step and repeat banners
  - e. Conflict of Interest and Disclosure Statements
  - f. Record Retention Policy
  - g. Election of 2024 Officers and Directors
  - h. 2024 Meeting Calendar
  
5. Reports and Information
  - a. 3<sup>rd</sup> quarter deliverables
  - b. Conversion campaign
  - c. Destination development opportunities
  
6. Adjourn

Next Regular Meeting to be determined - Visalia Marriott Hotel, 300 S. Court St. Visalia CA 93291.

*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.*