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Name: La Crosse County Convention and Visitors Bureau

Type: Board or Commission

Description: The La Crosse County Convention & Visitors Bureau (CVB) is a nonprofit corporation (501(c)(6)) responsible for the production of tourism and convention business for La Crosse County Wisconsin. The goal for the organization is to make La Crosse County a premier destination for regional, national, and international visitors. The CVB's vision is to compete within the top five counties in the state in terms of direct visitor spending.

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Name	Title	Start Date	End Date	
Barb Janssen	Council Member	5/11/2023	4/15/2025	
Appointed By: Mayor				
Jennifer Burch	Hotel/Motel Industry	12/10/2020	11/13/2021	*
Appointed By: Mayor				
Vicki Markussen	Hotel/Motel Industry	12/10/2020	11/13/2021	*
Appointed By: Mayor				

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\* indicates extended term