
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.

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				

* indicates extended term