



**YUBA-SUTTER LODGING ASSOCIATION
Board of Directors Agenda**

November 30, 2021 - 9:30am

Location: Yuba-Sutter Economic Development Corporation
950 Tharp Road, Suite 1303, Yuba City, CA 95993

Or Zoom

Click [here](#) to join Zoom Meeting

Meeting ID: 850 4022 3345

Passcode: HYTKHyE8

Mission Statement

The purpose of the YSLA is to increase the promotion and marketing of tourism and increase hotel room-night consumption in the cities of Yuba City, Marysville, Live Oak and Wheatland, and the unincorporated areas of Yuba and Sutter Counties.

MEMBERS

Jacob **Young**, President
Steve **Young**, Vice President
Brynda **Stranix**, Treasurer
Meghan **McCarthy**, Secretary

Charles **Sharp**
Ben **Moody**
Lee **Jones**

CALL TO ORDER/INTRODUCTIONS:

Public-Guests Comment

You are welcome and encouraged to participate in this meeting. Public comment is taken on items listed on the agenda when they are called. Public comment on items not listed on the agenda will be heard at this time.

Consent Calendar

All matters listed under the consent calendar are considered routine and can be enacted in one motion. There will be no separate discussion of these items prior to the time the board votes on the motion unless members of the board, staff or public request specific items be discussed or removed from the consent calendar for specific action.

- Approval of Agenda
- Approval of Minutes

FINANCIALS

- Treasurer's Report - Brynda Stranix

OLD BUSINESS

- Update on Film Commission Sponsorships
- Board of Director Reports
 - Annual report to the City of Yuba City
- TBID Renewal
 - Contracted services with Darin Gale

- Bylaws

NEW BUSINESS

- MC2 Campaign pitch - 30 minutes
- MC2 Review Visitors Guide cover concepts
- MC2 Report - *if time, if not an email will be sent*
 - Updating visitors guide
 - Tourism Coordinator position
 - Outlook forum and Poppy Awards
 - Website and advertisement performance
 - Sportsman's Expo Trade Show update

Next Meeting - January 25, 2022 at 9:30am

CORRESPONDENCE ADJOURNMENT