



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

May 25, 2021 - 9:30am

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

We will be having a Zoom meeting.

Click [here](#) to join Zoom Meeting

Meeting ID: 83379425228

Passcode: 734421

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

OLD BUSINESS

- Update regarding 501(c) status and bylaws

NEW BUSINESS

- Bay Area Travel & Adventure Show Opportunity October 23-24
- Funding request for Peach Festival - Sapphire Marketing Group
- Three Rivers Parkway Update and Letter of Support
- Sacramento Airport advertising opportunities
- MC2 Report
 - Website and advertisement performance
 - Interim Tourism Coordinator
- Committee of industry leads for MC2
- New MC2 2021-2022 Service Agreement (Current agreement is for services thru June 30th, 2021)
- Board of Director Reports

Next Meeting - July 27, 2021 9:30am

CORRESPONDENCE ADJOURNMENT