



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

*May 24, 2022 - 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](#)

Topic: YSLA Board Meeting

Time: May 24, 2022 09:30 AM Pacific Time (US and Canada)

**Meeting ID: 829 1252 9919**

**Passcode: 121415**

**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**

Steve Young, **President**

Meghan McCarthy, **Vice President & Secretary**

Brynda Stranix, **Treasurer**

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**

- TID Update
- Request for funding - YES To Yuba County wayfinding signs
- Request for funding - Cali Bowl | Brent Gray
- Request for funding pitch - Yuba Foothills Tourism Program | Charles Sharp
- Sutter County Historical Visitors Brochure Revision
- AJGA Golf Tourney

## **NEW BUSINESS**

- MC2 Analytics & Project Update
  - Upcoming events to have booth at

***Next Meeting*** - July 19, 2022 at 9:30am

**CORRESPONDENCE ADJOURNMENT**