



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

July 27, 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: 880 8112 3258

Passcode: 660285

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 regarding 501(c) status and bylaws

NEW BUSINESS

- Film Commision Opportunity - Marni Sanders
- MC2 Report
 - Peach Festival recap
 - Website and advertisement performance
 - Interim Tourism Coordinator
 - Sportsman's Expo Trade Show
 - Update on Jack Rabbit and the want to switch to Ares Travel
 - Land of Milk and Honey
- New MC2 2021-2022 Service Agreement (Current agreement is for services thru June 30th, 2021)
- Board of Director Reports
 - Annual report to the City of Yuba City - August 17th

Next Meeting - September 28, 2021 9:30am

CORRESPONDENCE ADJOURNMENT