



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

September 21, 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: 814 0806 7703

Passcode: GRfenXKf

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 - October 5th
 - TID Renewal Petition Update
- TBID Renewal

NEW BUSINESS

- Reviewal of bylaws
- Letter of intent from Sapphire Marketing Group for Tourism Coordinator
- Request for Funding AJGA Tournament 2022
- Request for Funding 2021 Marysville Christmas Pub Crawl, Parade and Cowboy Christmas
- MC2 Report
 - AJGA 2021 metrics
 - Updating visitors guide
 - California Through My Lens - Travel Blogger update
 - Sutter Buttes National Natural Landmark update
 - Website and advertisement performance
 - Update on Ares Travel update
 - Sportsman's Expo Trade Show update
 - Camp California Ad update

CLOSED SESSION

- Conference regarding open Tourism Coordinator position

Next Meeting - November 30, 2021 9:30am

CORRESPONDENCE ADJOURNMENT