



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

March 24, 2020 - 9:30am

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

**Meeting location has been cancelled-
We will be having a conference call!!
Call in information is:**

Cindy Paine is inviting you to a scheduled Zoom meeting.

Topic: YSLA Board Meeting

Time: Mar 24, 2020 09:30 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/484799983>

Meeting ID: 484 799 983

One tap mobile

+16699006833,,484799983# US (San Jose)

+13462487799,,484799983# US (Houston)

Dial by your location

+1 669 900 6833 US (San Jose)

+1 346 248 7799 US (Houston)

+1 301 715 8592 US

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US

Meeting ID: 484 799 983

Find your local number: <https://zoom.us/u/acNBurTiAO>

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

Delilah **Villalpando**, Vice President

Brynda **Stranix**, Treasurer

Lee **Jones**, Secretary

Charles **Sharp**

Terrell **Locke**

Steve **Young**

Meghan **McCarthy**

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

Treasurers Report- Brynda

OLD BUSINESS

- Local Event Funding and Sponsorship Requests
- Update regarding 501(c)6 status and bylaws
- Bike around the Buttes-reminder April 18, 2020 we will have a booth there.

NEW BUSINESS

- MC2 Report
 - Website and Advertisement Performance
 - Visitors Guide Map Brochure
 - Rough draft for Visit YubaSutter Visitors guide
 - Visitors' maps will go for reprint soon. Getting Board member change suggestions
 - History Channel- It's how you get there
- Tourism Coordinator Report
 - Wine article submitted to Visit California-waiting for publication-have not heard if it was accepted or not. (Still Waiting)
 - Submitted a Road Trip article to Visit California- Waiting to hear if it will be accepted for publication
 - Started handling Twitter- I post something new daily. Having good interaction with Visit California. They like and comment on several of our posts.

Have had telephone conferences with AJGA regarding the Junior Golf Tournament Aug 17-20, 2020- Would YSLA like to sponsor?
- Board of Director Reports
 - COVID-19 Response and Marketing Strategy adjustments - Jacob
 - Annual Report presentations and T.O.T. matching funds requests from local jurisdictions - Jacob
 - History of YSLA-Charles

Next Meeting - May 26, 2020 9:30am at Yuba-Sutter Economic Development Corporation Board Room (950 Tharp Road, Suite 1303, Yuba City, CA 95993)

CORRESPONDENCE ADJOURNMENT