



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

*May 26, 2020 - 9:30am*

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

**We will be having a Zoom meeting.**

Join Zoom Meeting

<https://us02web.zoom.us/j/86993807165?pwd=VnlmeDJnNDN6M2tiOXAzTVFaRTFEUT09>

Meeting ID: 869 9380 7165

Password: 309277

One tap mobile

+16699006833,,86993807165#,,1#,309277# US (San Jose)

+13462487799,,86993807165#,,1#,309277# US (Houston)

Dial by your location

+1 669 900 6833 US (San Jose)

+1 346 248 7799 US (Houston)

+1 253 215 8782 US (Tacoma)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Germantown)

Meeting ID: 869 9380 7165

Password: 309277

Find your local number: <https://us02web.zoom.us/j/kcVN6a7eVx>

## **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**

Treasurer's Report- Brynda

## **OLD BUSINESS**

- Local Event Funding and Sponsorship Requests
- Update regarding 501(c)6 status and bylaws
- Bike around the Buttes- Rescheduled until September 26
- AJGA- do you want to sponsor any amount? Tournament still scheduled in August

## **NEW BUSINESS**

- Chamber of Commerce Office Space Lease Extension
- New office opportunity 317 4th Street Marysville
- MC2 Report
  - Website and Advertisement Performance
  - Visitors Guide Map Brochure
  - Visit YubaSutter Visitors guide-update
  - Visitors' maps will go for reprint soon. Getting Board member change suggestions
  - History Channel- It's how you get there July 6-9, 2020 is new proposed date
- Tourism Coordinator Report
  - Zoom meeting with CIVILIS Consultants at the request of Lee via Marysville Mayor  
Submitted 2 articles-to Visit California- for their website.  
1 has been accepted but waiting for publication.
  - Madi from AJGA has still been in contact with us. They still having 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 - July 28, 2020 9:30am*

## **CORRESPONDENCE ADJOURNMENT**