



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

July 28, 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.

Amanda Kaschmitter is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://us02web.zoom.us/j/82268155230?pwd=Vk94emhLMFVNZjhON1NPRGowbTZ4QT09>

Meeting ID: 822 6815 5230

Passcode: 823400

One tap mobile

+16699006833,,82268155230#,,,,,0#,,823400# US (San Jose)

+12532158782,,82268155230#,,,,,0#,,823400# US (Tacoma)

Dial by your location

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

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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

- Update regarding 501(c)6 status and bylaws
- Bike around the Buttes- Cancelled for the year
- AJGA- Scheduled for August 17-20, 2020
- It's how you get there- History Channel- wrap up

- Episode will be aired as season finale on August 16th 8:00am

NEW BUSINESS

- Ben Moody has been appointed as the new YSLA Board Member representative for the City of Yuba City
- YSLA Office Space Options
 - Chamber of Commerce Office Space Lease Extension
 - New office opportunity 317 4th Street Marysville
 - No office-Cindy work remotely
- MC2 Report
 - Website and Advertisement Performance
 - Visitors Guide Map
 - Tourism Coordinator Report
- Board of Director Reports
 - Annual Report presentation was approved by the City of Yuba City on June 16, 2020 - Jacob
 - Charles-Courtesy announcement-

Next Meeting - September 22, 2020 9:30am

ADJOURNMENT