



YUBA-SUTTER LODGING ASSOCIATION

Board of Directors Agenda

January 28, 2020 - 9:30am

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

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**, Treasure

Lee **Jones**, Secretary

Charles **Sharp**

Terrell **Locke**

Steve **Young**

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

Treasures Report- Brynda

- 2019-2020 YSLA Operating budget proposal
- - Extend MC2 contract to expire June 30, 2020 to match our fiscal year and operating budget timeline.
- - Renew Contract with MC2 for one additional year to expire June 30, 2021 with updated marketing plan to account for Q1 and Q2 2021

OLD BUSINESS

- Local Event Funding and Sponsorship Requests
- Update regarding 501(c)6 status and bylaws

NEW BUSINESS

- Appoint Hard Rock Hotel representative to YSLA Board of Directors
- MC2 Report
 - Website and Advertisement Performance
 - Visitors Guide Map Brochure
 - Rough draft for Visit YubaSutter Visitors guide
 - Visit YubaSutter Hunting/Fishing Video
- Tourism Coordinator Report
 - Wine article submitted to Visit California-waiting for publication-have not heard if it was accepted or not.
 - Consideration for Visit Yuba Sutter booth at regional events/expos:
 - Snow Goose Festival in Chico Jan 22-26, 2020
 - Work with Judy Mann from Marysville to bring back “The Twin Cities” for opening of the new bridge
 - AJGA has signed a contract with Peachtree and will be holding their Junior golf tournament on Aug 17-20, 2020
- Board of Director Reports

Add an associate membership-Charles

Next Meeting - March 24, 2020 9:30am at Yuba-Sutter Economic Development Corporation Board Room (950 Tharp Road, Suite 1303, Yuba City, CA 95993)

CORRESPONDENCE ADJOURNMENT