



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

November 26, 2019 - 9:30am

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

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 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

OLD BUSINESS

- Local Event Funding and Sponsorship Requests
- Update regarding 501(c)6 status and bylaws
- Report on Swan Festival Recap
- Update on local jurisdictional T.O.T. fund contribution to YSLA

NEW BUSINESS

- MC2 Updates
 - Website and Advertisement Performance
 - Visitors Guide Map Brochure
 - Rough draft for Visit YubaSutter Visitors guide
 - Visit YubaSutter Hunting/Fishing Video
 - 2020 Marketing Plan Presentation
- Tourism Coordinator report
 - Visit with Julie for Digital Marketing at the Sacramento Airport
 - Wine article submitted to Visit California-waiting for publication approval
 - Consideration for Visit Yuba Sutter booth at regional events/expos:
 - Snow Goose Festival in Chico Jan 22-26, 2020
 - International Sportmen's Expo Jan 16 -19, 2020
- Board of Director Reports
 - Visit California Outlook Forum - February 10th & 11th, 2020 (\$649 + Travel Expenses) - **Jacob**
 - YS Chamber of Commerce Gala - February 28th, 2020 @ Hard Rock - **Jacob**
 - Hard Rock TBID Assessment - Set up December meeting to propose implementing 2% assessment starting January 1, 2020 - **Jacob**
 - Consider implementing 2020 Farm-to-Fork dinners in collaboration with Chamber of Commerce, Visit Yuba-Sutter and Farm Bureau - **Jacob**
 - Visit Yuba Sutter booth budget for marketing and promotional items (Swag, Brochures, etc) - **Jacob**
 - Revamp of Yuba-Sutter Display at State Capitol - **Jacob**
 - California State Fair County Exhibit(s) for Yuba-Sutter - **Jacob**

Next Meeting - January 28, 2020 9:30am at Yuba-Sutter Economic Development Corporation Board Room (950 Tharp Road, Suite 1303, Yuba City, CA 95993)

CORRESPONDENCE ADJOURNMENT