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#### What's new

- Attendance at Yuba Sutter City Council
- New Website
- Rented Space
- Lobbying with local jurisdictions
- Presentation at Yuba County Board of Supervisor's
- New Memberships
- A bit of History

#### Current YSLA Board Members

**Jacob Young, President**  
Collins Lake, Browns Valley

**Delilah Villalpando Vice President**  
Hampton Inn, Yuba City

**Lee Jones Secretary**  
Harkey House B&B, Yuba City

**Brynda Stranix Treasurer**  
Government Staff Member

**Terrel Locke Board Member**  
City of Yuba City

**Steve Young Board Member**  
Hampton Inn, Yuba City

**Charles Sharp Board Member & Newsletter**  
Frenchtown Inn, Oregon House

# The Lodger

## Newsletter for the Yuba Sutter Lodging Association

August 2019

This is the first edition of The Lodger. This newsletter is being produced to keep the businesses that are part of the Yuba Sutter Lodging Association informed about what is happening with the YSLA.

#### Headline

On March 19th, the Board of the Yuba Sutter Lodging Association attended the City of Yuba City Council Meeting. When the YSLA was formed the City of Yuba City generously provided the startup capital and required a presentation of the YSLA's Annual Reports. At the Council Meeting the YSLA paid Yuba City back in full. The Council said they would consider additional funding from their T.O.T. fund if other local government jurisdictions would contribute as well.



Website Launch on May 23  
New Earth Market Harvest Room

#### Headline

On May 23rd, the Visit Yuba Sutter website was officially launched at the New Earth Harvest Room in Yuba City. MC'd by Kristel Martin, the event was attended by fifty guests, including many city and county officials.

#### Headline

The YSLA has contracted with MC2, a marketing company out of Chico. MC2 has created the Visit Yuba Sutter website and helped organize the website launch event. MC2 has hired Cindy Paine, a local retired business owner and member of many local organizations, for the position of Tourism Coordinator. She will work directly with the YSLA and MC2 to assist with administrative and marketing efforts.

### Headline

On July 7th, the YSLA Treasurer Jacob Young attended a Yuba County Board of Supervisor's meeting to make a short presentation about the YSLA. Yuba County has agreed to provide additional funding to help the Lodging Association further promote tourism in Yuba County. The County will be working this funding into their upcoming budget determinations. Since this presentation, Jacob has transitioned into the role of President.

At the last Board meeting on July 23rd, the Board voted to provide the Yuba-Sutter Chamber of Commerce's Swan Festival a \$5,000 donation toward producing the event. The event will be on November 8th, 9th, and 10th.

### Board Membership

The Yuba Sutter Lodging Association by-laws allow for up to eleven members. There are current open board positions that can be filled from lodging businesses that pay the T.O.T. and TBID assessments. If your business is interested in having representation on the YSLA Board, please attend one of our future board meetings.

YSLA regular Board meetings are currently on the fourth Tuesday of the month at 9:30am. The location varies. The Visit Yuba Sutter website will be posting up-to-date information regarding the current agenda and meeting location. The site will also keep a repository of agendas and other information about the organization.

### A Bit of History

In March of 2017, the Yuba-Sutter Tourism Improvement District and Yuba Sutter Lodging Association were established operating as a 501(c)(6) non-profit organization. Early in 2018, the YSLA took over the marketing and management of the Visit Yuba Sutter website and program, previously operated by the Yuba-Sutter Chamber of Commerce. The YSLA receives its funding from a 2% tax that is applied to a guests staying at any lodging rental (Hotel, Motel, Cabins, etc.) throughout the region. The current operating budget is about \$300,000 a year.



YSLA Treasurer Jacob Young making a presentation  
Before the Yuba City Board of Supervisors