



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

July 23rd, 2019 - 9:30am

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

MEMBERS

Steve **Young**, President
Darin **Gale**, Secretary
Charles **Sharp**

Jacob **Young**, Vice-President/Treasurer
Brynda **Stranix**
Lee **Jones**

CALL TO ORDER/INTRODUCTIONS:

Public 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

- First Quarter 2019 Assessment Update
- Bank of Feather River Monthly Statement
- Bank of Feather River Checking Account

NEW BUSINESS

- MC2 Updates
 - Introduction of YSLA Tourism Coordinator Cindy Paine
 - Website and Advertisement Performance
 - Rustic Wedding Campaign
 - California Visitors Guide
 - Social Media Photo Contest
 - YSLA Board Meeting Agendas, Minutes and other items section on website
- New Board Member Request
- Election of Executive Board Position Assignments

OLD BUSINESS

- Presentations to local jurisdictions regarding supporting YSLA marketing efforts
- Local Event Funding and Sponsorship Requests
- Update regarding 501(c)6 status and bylaws
- Chamber Office Lease Contract

Next Meeting - August 27th, 10:30am at Yuba-Sutter Economic Development Corporation Board Room (950 Tharp Road, Suite 1303, Yuba City, CA 95993)

CORRESPONDENCE ADJOURNMENT