



# The Lodger

## Newsletter for the Yuba Sutter Lodging Association

December 2019

Welcome to the second edition of *The Lodger*, a newsletter for Yuba/Sutter YSLA member lodging establishments.

### New Tourism Coordinator

In September, Cindy Paine was hired as our Tourism Coordinator. Cindy is a long time resident of the Yuba-Sutter area and has owned a number of small businesses in the area. Although semi-retired, becoming part of the Visit Yuba Sutter effort and the Lodging Association was an opportunity she could not pass up.

Cindy has an office located at the Chamber of Commerce's historical Queen Anne style Littlejohn/Madden residence on Franklin Street in Yuba City. The image to the left depicts the Chamber's office manager Jackie Lee showing Cindy her new second floor office space. Cindy welcomes visitors.



### Visit the Lodgers

One of Cindy's first initiatives for the YSLA was to visit to our Lodgers. In September and October Cindy, and several Board Members, visited a number of establishments to introduce ourselves and encourage people to come to the Board Meetings. Please note, any representative of a lodging establishment that is paying the Transient Occupancy Tax (T.O.T.), is eligible to be on the Lodging Association Board.



Lodging Establishments

A few notable visits stand out. Kathline Spring, owner of the Brownsville Motel, was charming. Kathline has been remodeling the place since she took over ownership about a year ago and it shows; all of the rooms are clean and spiffy.

Board members were also impressed by North Beale Road Comfort Inn's General Manager Jean Keeble. Jean has also been remodeling, painting and

upgrading the establishment. She graciously offered us a tour of several rooms. The rooms were very inviting.

Also, not to forget, desk clerks Benda at Days Inn and Judith at Travel Lodge. Both of these ladies are among the most graceful desk clerks one could ever encounter. We were provided a nice tour of both facilities.

### What's new

- **New Tourism Coordinator**
- **Visit the Lodgers**
- **Sutter County Presentation**
- **Board Meeting Announcement**
- **Participation in Swan Festival**

### Current YSLA Board Members

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

**Delilah Villalpando, Vice Pres.**  
Hampton Inn, Yuba City

**Lee Jones, Secretary**  
Harkey House, 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



### **Sutter County Board Presentation**

On November 5th, YSLA President Jacob Young made a presentation to the Sutter County Board of Supervisors. Jacob was there on behalf of the Lodging Association to ask the Board for additional county provided funding to the YSLA. After an informative speech, several of the Board members asked some exacting questions. The Supervisors then voted to grant our request for 10% of their T.O.T. budget which amounted to \$2,800. Sutter County now joins Yuba County as local jurisdictions that are providing additional funding from their T.O.T. budgets for the YSLA marketing efforts. We are working with the City of Marysville and the City of

Yuba City for their support in this next fiscal year as well.

### **Board Meeting Announcement**

At our November Board Meeting, Board Member Brynda Stranix, announced that Hard Rock Hotel and Casino Sacramento at Fire Mountain has committed to assessing the 2% TBID tax on guests staying at the hotel and thus joining the YSLA financially and with a seat on the board, effective in January 2020. We look forward to a productive relationship.

### **Participation in California Swan Festival**

After a two year hiatus the Yuba Sutter Chamber of Commerce, under the leadership of CEO Marni Sanders, decided to once again orchestrate the Chamber hosting the California Swan Festival. The Yuba Sutter Lodging Association made a \$5,000 sponsorship donation to this event and marketing assistance from our Chico based marketing partner, MC2.

This year, the Feather River Academy on Lassen Boulevard was chosen as the staging area for visitors to enjoy numerous bird presentations and meet up with their tour guide. Cindy was accompanied by several YSLA Board Members to greet people as they arrived.



Cindy and Charles greeting visitors to the California Swan Festival

**Cindy Paine, our Tourism Coordinator, may be reached at (530) 701-7336  
The office is at 1300 Franklin Road, Yuba City, CA 95993 Email: [cindy@mc2design.com](mailto:cindy@mc2design.com)**