



YUBA-SUTTER LODGING ASSOCIATION

Board of Directors Agenda

August 27, 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 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

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

- Update on local jurisdictional T.O.T. fund contribution to YSLA
- 2019-2020 YSLA Operating budget proposal

NEW BUSINESS

- MC2 Updates
 - Website and Advertisement Performance
 - Rustic Wedding Campaign
 - California Visitors Guide
 - Social Media Photo Contest-began on 8-15-19 ends on 8-30-19
 - YSLA Board Meeting Agendas, Minutes and other items section on website
 - Jackrabbit-Add or Keep
 - Newsletter, Comments, frequency (Charles)
 - Hard Rock Hotel and Air BnB's future Tourism Tax (Lee)
 - Consider Sending a letter to the Yuba Water Agency requesting that Oregon House be included in the updated signage (Charles)
 - Consider sending a letter to the Yuba Water Agency supporting the YWA helping install electric vehicle charging stations throughout Yuba County (Charles)
 - Consider how to include local travel agencies on the Visit Yuba-Sutter Website (Charles)
 - Cindy, along with Charles and any other board members wanting to go will visit the Lodgers during September (Cindy)

OLD BUSINESS

- Presentation to the City Council of the City of Yuba City regarding T.O.T fund contribution request
- Local Event Funding and Sponsorship Requests
- Update regarding 501(c)6 status and bylaws
- Bank of Feather River Checking Account Set-up

Directors Input

Next Meeting - September 24th, 2019 9:30am at Yuba-Sutter Economic Development Corporation Board Room (950 Tharp Road, Suite 1303, Yuba City, CA 95993)

CORRESPONDENCE ADJOURNMENT