



**YUBA-SUTTER LODGING ASSOCIATION**

**Board of Directors Agenda**

*December 1, 2020 - 9:30am*

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

**We will be having a Zoom meeting.**

[Click here to join Zoom Meeting](#)

**Meeting ID:** 816 1564 5199

**Passcode:** 954402

## **Mission Statement**

*The purpose of the YSLA is to increase the promotion and marketing of tourism and increase hotel room-night consumption in the cities of Yuba City, Marysville, Live Oak and Wheatland, and the unincorporated areas of Yuba and Sutter Counties.*

## **MEMBERS**

Jacob **Young**, President  
Delilah **Villalpando**, Vice President  
Brynda **Stranix**, Treasurer  
Lee **Jones**, Secretary

Charles **Sharp**  
Ben **Moody**  
Steve **Young**  
Meghan **McCarthy**

## **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 the 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**

Treasurer's Report- Brynda

## **OLD BUSINESS**

- AJGA sponsorship
- Visit California - Third Thursday presentation (Updates from MC2 re: postponed presentation and presentation plan/needs from the board)

## **NEW BUSINESS**

- Appoint Vice President role for YSLA Executive Board
- Sponsorship Requests - Reopen online request form or keep it closed for further evaluation of effects to the budget from COVID
- SAYlove sponsorship
- MC2 Report
  - Website and Advertisement Performance
  - 2021 Marketing Plan
  - Tourism Coordinator Report- Cindy's health update
- Board of Director Reports

*Next Meeting - ??? 2020 9:30am*

## **CORRESPONDENCE ADJOURNMENT**