



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

March 23, 2021 - 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: 814 9466 1671

Passcode: 852552

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

Steve **Young**, Vice President

Brynda **Stranix**, Treasurer

Lee **Jones**, Secretary

Charles **Sharp**

Ben **Moody**

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

- TBID Renewal Update and Committee Formation
 - Civitas Proposal for professional services in assisting with the renewal process.
 - Formation of a TBID Committee with lead contact person for

correspondence with Civitas

- AJGA sponsorship
- Update regarding 501(c) status and bylaws
- Status of our copy of History Channel video report
- Visit California - Third Thursday presentation

NEW BUSINESS

- Elect Secretary role for YSLA Executive Board
- Marysville Business and Downtown Yuba City Support 2021
- Committee of industry leads for MC2
- Sapphire Marketing Group - Sponsorship
- TBID Renewal Committee
- Sponsorship Requests - Reopen online request form or keep it closed for further evaluation of effects to the budget from COVID
- MC2 Report
 - Website and advertisement performance
 - Camp Cal Now media kit
 - PBS Reno media kit
 - Visit CA road trip magazine ad
- Board of Director Reports

Next Meeting - May 20, 2021 9:30am

CORRESPONDENCE ADJOURNMENT