



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

*September 29, 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.**

<https://us02web.zoom.us/j/87828725427?pwd=YVpWNVFySGtjalRJZTY5S2lrVy9FZz09>

Meeting ID: 878 2872 5427

Passcode: 445985

One tap mobile

+16699006833,,87828725427#,,,,,0#,445985# US (San Jose)

+13462487799,,87828725427#,,,,,0#,445985# US (Houston)

Dial by your location

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+1 346 248 7799 US (Houston)

+1 253 215 8782 US (Tacoma)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

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Going ([cindy.paine@mc2design.com](mailto:cindy.paine@mc2design.com))? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

## **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- was held in August-Report
- Lodging statistics update

## **NEW BUSINESS**

- MC2 Report
  - Website and Advertisement Performance
  - Visit CA October presentation
  - Tourism Coordinator Report
- Board of Director Reports

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

**CORRESPONDENCE ADJOURNMENT**