



Sent and Posted: January 12, 2018 at 6:00 pm

NOTICE AND AGENDA
Visit Yolo Board of Directors Monthly Meeting
Date/Time: January 18, 2018 at 9:00 AM
Location: Hallmark Inn, Sequoia Room
110 F St, Davis, CA 95616

1. Call to order by Board President Reed Youmans; Establish Quorum; Introductions **(9:00 am)**
2. Public Comment: Public comments on items not listed on the agenda **(9:05 am)**
3. Approve Minutes from December 7, 2017 meeting (Attachment 3-A) **(9:10 am)**
4. Receive and file monthly financial reports **(9:15 am)**
 - a. November Financial Statements (4-A)
 - b. December Financial Statements (4-B)
5. Approve Consero Solutions' human resources and board governance recommendations and receive and file update on implementation of financial recommendations and Consero Solutions' contract **(9:20 am)**
 - a. Staff report (Attachment 5-A)
 - b. HR and Board Governance recommendations (Attachment 5-B)
 - c. Implementation of Financial Recommendations (Attachment 5-C)
 - d. Visit Yolo Update on Consero Solutions Scope of Work (Attachment 5-D)
6. Review and provide input on draft Vision and Mission Statements, approve deferral of long-range Strategic Plan and provide input on draft Budget Work Plan for 2018-19 **(9:40 am)**
 - a. Staff report (Attachment 6-A)
 - b. Vision/Mission Statements (Attachment 6-B)
 - c. Hotelier Survey Results (Attachment 6-C)
 - d. Tourism Organizations Survey Results (Attachment 6-D)
 - e. Budget Work Plan (Attachment 6-E)
7. Approve charter for local TBID marketing committees **(10:00 am)**
 - a. Staff report (Attachment 7-A)
 - b. Committee charter (Attachment 7-B)
8. Receive and file reserve fund research and approve Visit Yolo reserve fund policy **(10:15 am)**
 - a. Staff report (Attachment 8-A)

- b. Reserve Fund Policy (Attachment 8-B)
 - c. Reserve fund research (Attachment 8-C)
9. Receive update on Visit Yolo's current projects **(10:25 am)**
- a. Staff Project Report (Attachment 9-A)
 - b. Visitor Report (Attachment 9-B)
10. Receive and file update on Jill England engagement for legal and human resources services **(10:30 am)**
- a. Staff Report (Attachment 10-A)
 - b. Jill England engagement letter (Attachment 10-B)
11. Closed Session **(10:40 am)**
- a. Conference with legal counsel – Pending litigation
 - i. Significant exposure to litigation - Government Code Section 54956.9(d)(2)
 - ii. Initiation of litigation - Government Code Section 54956.9(d)(4)
12. Issues and scheduling for next meeting
13. Adjourn

All agenda items are subject to discussion and possible action. All times are approximate. All interested parties are invited to attend the open session portions of the meeting. Time will be allowed for members of the public to make comments on each agenda item (up to 2 minutes). To make a request for more information or to make a request regarding a disability-related modification or accommodations for the meeting, please contact Tiffany Dozier at (530) 297-1900, or visit 132 E Street, Suite 200, Davis, CA 95616, or via email tiffany@visityolo.com. Requests for disability-related modification or accommodation for the meeting should be made at least 24 hours prior to the meeting when possible. This notice and agenda is available on the internet at www.visityolo.com.