



Sent and Posted: July 20, 2018 at 4:00 p.m.

**NOTICE AND AGENDA**

**Visit Yolo Board of Directors Meeting**

**Date/Time:** July 27, 2018 at 9:00 a.m.

**Location:** Hyatt Place UC Davis  
173 Old Davis Rd

1. Call to order by Board President Maria Lara; establish quorum; introductions
2. Public comments (for items on the agenda and not listed on the agenda) **(9:00)**
3. Approval of minutes from the June 21, 2018 meeting **(9:10)**
  - a) Attachment 3-A: Minutes from the June 21, 2018 Board of Directors Meeting
4. Board of Directors Orientation **(9:15)**
  - a) Introductions and ice breaker – Maria Lara, President and Petrea Marchand, Consero Solutions
  - b) Overview of Visit Yolo’s mission and history –Tiffany Dozier, Visit Yolo
  - c) Overview of Board and staff responsibilities – Petrea Marchand
  - d) Review of financial policies and Board binder materials – Petrea Marchand
  - e) Conflict of Interest Policy, Sexual Harassment Policy, Code of Ethics, bylaws, Brown Act, Whistleblower Policy – Jill England, General Counsel
  - f) Quarterly financial update and approval of June financial reports – Sue Westwood, CPA
    1. Attachment 4-A: Financial Reports
  - g) Budget presentation – Petrea Marchand and Mo Stoycoff, Visit Yolo
  - h) Presentation on TBID and Q&A – Carson Lambeth, Civitas
  - i) Q&A – Maria Lara and Petrea Marchand
5. Staff Projects Report **(11:00)**
  - a) Attachment 5-A: Projects Report for May and June, 2018
  - b) Attachment 5-B: Visitor Reports for May and June, 2018
6. Approval of Local Destination Marketing Fund Policy & Guidelines **(11:05)**
  - a) Attachment 6-A: Local Destination Marketing Fund Policy & Guidelines
7. Approval of General Fund Events & Marketing Sponsorship Policy **(11:20)**
  - a) Attachment 7-A: General Fund Events & Marketing Sponsorship Policy
8. Proposed 2017-18 Budget Amendment **(11:25)**
  - a) Attachment 8-A: Staff Report
  - b) Attachment 8-B: Visit Yolo Budget

9. Human Resources Committee Report (11:35)
  - a) Recommendation to dissolve HR Committee
  - b) Recommendation to form Strategic Planning Committee
  
10. Executive Director Report (11:45)
  - a) City/County positions on Board of Directors
  - b) Winters contribution
  - c) Unincorporated LDM funds
  
11. Issues and scheduling for next meeting
  
12. Next meeting: **Thursday, August 16, 2018 at 9:00 am**
  
13. Adjourn (12:00)

*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 (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](mailto: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 at [www.visityolo.com](http://www.visityolo.com).*