



To champion the extraordinary communities of Yolo County

Board of Directors Meeting
July 6, 2017
Fairfield Inn & Suites Marriott
2100 Freeway Drive, Woodland, CA

Meeting Agenda

- 9:00 am Greeting by Reed Youmans; introductions
- 9:05 am Approval of Minutes from June 1, 2017 meeting
- 9:10 am Executive Director Hiring Committee Report ~ *Informational*
- Status update on current Executive Director recruitment
- 9:20 am 5-year Plan Update by D. Parro ~ *Informational*
- Status update and next steps of the new 5-year plan
- 9:30 am Taste of Yolo Report by Visit Yolo Staff ~ *Informational*
- Presentation from staff on Taste of Yolo key performance indicators
- 9:45 am Formation of Events Advisory Committee ~ *Action item*
- Request from staff to form a board advisory committee that will oversee all Visit Yolo involvement with future events
- 10:00am **Good of the Order ~**
- 10:10 am **Adjourn ~**
- 10:15 am **Executive Committee Meeting:** closed session

Next meeting: August 3, 2017 ~ Preserve, 200 Railroad Ave., Winters, CA 95694



**Yolo County Visitors Bureau
Minutes of the Board of Directors
July 6, 2017
Fairfield Inn, Woodland**

Board Members Present:

Reed Youmans
Wayne Ginsburg
Christy Hayes
Al Eby
Chris Hart
Vinod Patel
Maria Lara
Randii MacNear
Carrie Green

Board Members Absent:

Dan Flynn
Tracy Rios
Kristy Lyn Levings

Staff

Tiffany Dozier
Mo Stoycoff

Ex-Officio:

Ken Hiatt, *City of Woodland*
Diane Parro, *City of Davis*

Guests:

Christina Blackman,
Davis Chamber of Commerce

Call to Order: 9:07am.

Approval of Minutes from June 1, 2017 meeting – approved.

Executive Director Hiring Committee Report (Reed Youmans) ~

- The request for resumes was posted with a July 15 deadline. Reed reported that there are a handful of good candidates with destination marketing experience.
- After the deadline has passed, the subcommittee will select 3 to 4 top candidates.
- A suggestion was made to put the salary range on the ad. Staff will add “70,000 – 85,000 salary range” to the job announcement. The updated job description will be emailed to the board.
- Part of the hiring process will involve having the candidate put together a report or presentation.
- The board discussed the importance of testing the candidate’s social and communication skills. The testing used to hire City of Woodland’s Police Chief was discussed as a potential model. Among the tasks was situational role-playing to assess the candidate’s ability to handle various political challenges.

Finance Report (Reed Youmans)

- Reed asked that the staff include finances in every agenda. He reports that Visit Yolo’s finances are manageable despite the transitioning of the Executive Director.

5-Year Plan Update (Diane Parro)

- The Yolo County Tourism Business Improvement District Management Plan (YCTBID) was passed by the county Board of Supervisors on Tuesday, June 27 and the plan begins July 1.
- Renewal is every 5 years instead of annually. Assessed parties can challenge the process. If the contract lapses, the money must be returned.
- The County and cities will be responsible for collecting the assessment on a monthly or quarterly basis from each lodging business. The County and cities shall forward the assessments collected to the Owner’s Association. (Page 9 of YCTBID Plan)
- An MOU needs to be created between the various cities and the county.
- All assessed parties are getting reminder calls from Visit Yolo staff about the change.



Events Report

- **Taste of Yolo (Staff) – Analysis of the June 10 inaugural festival:**
 - 2,726 people attended. 40% were from outside Yolo County, the majority of which were from 100+ miles away. 68 exhibitors were featured: 45% farms, 30% wine or beer and 25% restaurants.
 - Exhibitors and attendees were polled. Exhibitor response to the poll was minimal and positive; visitor response was slightly above average at about 1/4. The most satisfaction was in the variety of food and wine. Dissatisfaction was about not enough food and long lines.
 - The committee recommends more hired staff and labor.
 - Board reviewed event budget and asked that salary percentages and amounts be added. Staff will email the revised budget to all board members.
 - Most attendees learned about the festival through social media. Post engagement rates were high and the website bounce rate was better than average.
 - PR & Communications Director reported that the event generated 25 earned media placements, 10 tv spots, 200 social media posts across five platforms, and 5 million digital impressions.
 - The total spent on print and digital advertising was \$33,693
 - The festival boosted Visit Yolo's overall brand engagement and drew increased traffic to the main website.
 - More bay area advertising is needed in order to draw more visitors from outside the county.
 - Taste of Yolo will be in Woodland in 2018. Date and location TBA. The committee recommends making the event of shorter duration and holding it in the Fall.
 - Next year's festival is already 20% funded with existing sponsorships.
- **Event Committee (Mo Stoycoff)**
 - A charter for a Board Event Committee has been created for the board to review and vote on at the next meeting. The purpose of the committee is to make recommendations to the board about Visit Yolo's overall involvement with community events as well as big picture decisions about Taste of Yolo and future in-house produced events.

Good of the Order.

Adjourn ~ 10:15 am

Next meeting: August 3, Hyatt Place, Davis CA.