



*Sent and Posted: April 16, 2019 at 9AM*

**NOTICE AND AGENDA**

**Visit Yolo Board of Directors Monthly Meeting**

**Date/Time:** April 18, 2019 at 9:00AM

**Location:** University Park Inn & Suites, 1111 Richards Blvd., Davis, CA 95616

**Conference Call Location:** 4 Mast Ct., Woodland, CA 95776

1. Call to order by Board President Maria Lara; establish quorum; self-introductions **(9:00)**
2. Public comments (for items on the agenda and not listed on the agenda) **(9:05)**
3. Approval of minutes from February and March 2019 meetings **(9:10)**
  - a) Attachment 3-A: February Minutes
  - b) Attachment 3-B: March Minutes
  - c) Attachment 3-C: April Minutes (Special Conference Call Meeting)
4. Approval of January and February 2019 Financial Reports **(9:15)**
  - a) Attachment 4-A: January Visit Yolo Financial Report
  - b) Attachment 4-B: February Visit Yolo Financial Report
5. Requested Support of I-80/Richards Boulevard Interchange Improvement Project **(9:20)**
6. Visit Yolo Branding and Agency Update **(9:30)**
  - a) Logo and Brand Messaging Report
  - b) 2019-2020 Budget
7. Visit Sacramento Farm to Fork Festival Update **(9:45)**
  - a) Review of benefits in tier selected
  - b) Location position
  - c) LDM Involvement
  - d) Planning Committee
8. Cali Rice Sponsorship Request **(10:10)**
9. Project Update **(10:30)**
  - a) UK "Tom Kerridge's America" TV Series/Visit California – April 15 & 20
  - b) Australia Social Media Food Influencers/Visit California – April 14
  - c) Travel Agent Familiarization Tour – May 10
10. 2019-2020 Board Member Election Discussion **(10:55)**

11. LDM Jurisdiction Updates

- a) Davis
- b) Woodland
- c) Winters
- d) Yolo County

12. Executive Director and Staff Projects Reports

- a) Attachment 12-A and 12-B: February and March Staff Project Reports
- b) Attachment 12-C and 12-D: February and March Visitor Reports
- c) Attachment 12-E and 12-F: February and March Executive Director Reports

13. Issues and scheduling for next meeting

14. Next meeting: **Thursday, May 16, 2019 at 9:00AM**

15. 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 (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 are available at [www.visityolo.com](http://www.visityolo.com).*