



Resent and Posted:8/26/19 @ 4PM

NOTICE AND AGENDA

Visit Yolo Board of Directors Monthly Meeting

Date/Time: August 29, 2019 at 9:00AM

Location: Best Western Shadow Inn, 584 N East Street, 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 July 2019 meeting **(9:06)**
 - a) Attachment 3-A: July Minutes
4. Approval of June 2019 Financial Report **(9:10)**
 - a) Attachment 4-A: June 2019 Financial Report
5. Cali Rice Festival Update and Approval of Funding Request **(9:15)**
6. Farm to Fork Festival Update **(9:30)**
7. Approval of Booking Engine Proposal **(9:35)**
8. 2019/2020 Budget/Marketing Plan Update **(9:50)**
 - a) Attachment 8-A: Marketing Plan Outline
 - b) Attachment 8-B: Digital Paid Media Outline
9. Approval of LDM Jurisdiction Marketing Plans **(10:50)**
 - a) Davis
 - b) Woodland
 - c) Winters
 - d) Yolo Countryside
10. Website Update **(10:30)**
 - a) Website Launch
 - b) Winters Airbnb Property Positioning
11. Clarksburg & Cache Creek Casino Partnership Development **(10:40)**
 - a) County Airbnb/Lodging Sharing Agreement

12. Approval of Employee Handbook **(10:45)**
 - a) Attachment 12-A: Employee Handbook

13. Visit Yolo Reports **(10:55)**
 - a) Attachment 13-A: July Staff and Executive Director Project Report
 - b) Attachment 13-B: July Visitor Report
 - c) Attachment 13-C: Upcoming Activities

14. Issues and scheduling for next meeting **(11:00)**

15. Next meeting: **TBD**

16. Adjourn **(11:05)**

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 Mia Bae at (530) 297-1900, or visit 132 E Street, Suite 200, Davis, CA 95616, or via email mia@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.