



AGENDA

Visit Yolo Board of Directors Monthly Meeting

Date/Time: June 17, 2021 at 9:00AM

Location: In-Person and Virtual

In-Person Location

University Park Inn – Café Italia (across from lobby)
1111 Richards Boulevard, Davis

Virtual

Join Zoom Meeting

<https://zoom.us/j/94274776946?pwd=dGpVZzFFYWxpMTJSbTA0SkduWXo5Zz09>

Meeting ID: 942 7477 6946

Passcode: 820585

Dial by your location

+1 669 900 6833 US (San Jose)

Regular Agenda

1. Call to Order by Board President Maria Lara; Establish Quorum; Roll Call
2. Public Comments (for items on the agenda and not listed on the agenda)

Consent Agenda

3. Approval of May Meeting Minutes
 - a. Attachment 3-A: May Minutes

Regular Agenda Continues

4. Review of May Financial Documents
 - a. Attachment 4-A: May Financial Statements
5. Board Member/City/County Updates
6. Visit Yolo and LDM 21-22 Budget Presentations and Board Approvals
 - a. Attachment 6-A: Davis
 - b. Attachment 6-B: Winters
 - c. Attachment 6-C: Woodland
 - d. Attachment 6-D: The Countryside
 - e. Attachment 6-E: Visit Yolo
Consideration and Prospective Approval of Visit Sacramento Farm-to-Fork Presentation – Rick Brown

7. 2021-22 Board Member Election
 - Overview of Election Process, Seat Availability, Terms
 - Presentation of Board Seat Applicants
 - Ballot Presentation, Call For Votes
 - Confirmation of Ballots
 - Determination of Board Seat Election
 - Facilitation of Board Officer Appointments

8. Marketing Updates and Approval of Requests (if noted)
 - a. Sunflower Campaign Update
 - b. Storytelling Series Update
 - c. Visit CA Co-op Update
 - d. Website Analytics – May
 - e. Northern CA Wine and Beer Supplement Co-op with Wine Association
 - f. Visit CA UK Tour Operator Virtual Meeting Summary
 - g. Visit CA AAA Travel Counselor Webinar
 - h. Bonotel, Meeting Point/FTI and New World Travel
 - i. HITravel Tales Journalist Visit

9. Administrative Update
 - a. TBID Steering Committee
 - b. American Relief Fund Steering Committee

10. Visit Yolo Reports
 - a. Attachment 10-A: Staff and Executive Director Project Report

11. Next Meeting: July 15 = suggest half day retreat to review new year budget, orientate new members, convene TBID and American Relief Fund steering committees, other.

12. 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 Terry Selk (530) 297-1900, or visit 114 E Street, Davis, CA 95616, or via email terry@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.