



Sent and Posted: 1/17/19 @ 4PM

NOTICE AND AGENDA

Visit Yolo Board of Directors Monthly Meeting

Date/Time: January 23, 2020 at 9:00AM

Location: Winters City Hall Conference Room, 318 First Street, Winters, CA 95694

Regular Agenda

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)**

Consent Agenda (9:06)

3. Approval of Minutes from November 2019 Meeting
 - a) Attachment 3-A: November Minutes

Regular Agenda Continues

4. Approval of October and November 2019 Financial Report **(9:15)**
 - a) Attachment 4-A: October 2019 Financial Report
 - b) Attachment 4-B: November 2019 Financial Report
5. Approval of Bandwango Partnership Proposal **(9:30)**
 - a) Inclusion 5-A: Web link to company and program overview (1 minute, 12 seconds)
https://youtu.be/jLW_AxrAjk
 - b) Attachment 5-B: PDF of Presentation Proposal
 - c) Attachment 5-C: Document reflecting revenue share model for DMOs
6. Approval of Visit Sacramento Hotel Partnership Proposal **(10:00)**
 - a) Attachment 6-A: Proposal
7. Marketing Update **(10:15)**
 - a) Attachment 7-A: Augustine Web and Digital Reporting
 - b) Attachment 7-B: Approval of Proposed Marketing Activities 2.0
 - c) LDM Landing Pages Revision Update
Attachment 7-C: Proposed Template Design Changes
8. Approval of Mid-Year Budget Revise **(10:40)**

9. Visit Yolo Reports **(10:50)**

- a) Attachment 9-A: November and December Staff and Executive Director Project Reports
- b) Attachment 9-B: November and December Visitor Reports
- c) Attachment 9-C: Upcoming Activities
- d) Attachment 9-D: Marketing Committee Meeting Recap
- e) Board Announcements

10. Issues and Scheduling for Next Meeting **(10:55)**

11. Next Meeting: **Thursday, February 20, 2020 at 9:00AM**

12. Adjourn **(11:00)**

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 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.