



Sent and Posted 3/13/20 @ 4PM

NOTICE AND AGENDA

Visit Yolo Board of Directors Monthly Meeting

Date/Time: March 19, 2020 at 9:00AM

Location: Visit Yolo, 114 E Street, Davis, CA 95616

Conference Call-In Information

Dial-in number: (425) 436-6314, Access code: 339205#

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 February 2020 Meeting
 - a) Attachment 3-A: February Minutes

Regular Agenda Continues

4. Evaluation and Discussion of Woodland LDM Funding Requests **(9:15)**
 - a) Vote to Approve Woodland LDM Liaison for Remainder of Fiscal Year
 - b) Attachment 4-A: Vote on Christmas Holiday Celebration
 - c) Attachment 4-B: Vote on Illuminate House Decoration Contest Prizes
 - d) Attachment 4-C: Vote on First Friday Art Walk
5. Approval of December and January Financial Reports **(9:45)**
 - a) Attachment 5-A: December 2019 Financial Report
 - b) Attachment 5-B: January 2020 Financial Report
6. Marketing Update **(10:00)**
 - a) Board Member COVID 19 Impact Reports: 1 minute each
 - b) Budget Plan Response to COVID 19 Revenue Impact
 - Attachment 6-A: Budget Impact Report
 - c) Attachment 6-B: Augustine Web and Digital Reporting
 - Proposed Redeployment of Phase II Digital Ads and Post COVID 19 Messaging
 - d) CA Cup Golf Invitational Update
 - e) Visit Sacramento Hotel Partnership Update
 - f) Vote to Approve Visit California House of CA UK Event
 - Attachment 6-C: House of CA Proposal
 - g) Vote to Approve Bandwango Partnership
 - Attachment 6-D: Partnership Proposal Revise

7. Visit Yolo Reports **(10:50)**
 - a) Attachment 7-A: February Staff and Executive Director Project Reports, Upcoming Activities
 - b) Attachment 7-B: February Visitor Reports
 - c) Board Announcements

8. Issues and Scheduling for Meetings **(10:55)**
 - Visit Yolo Board – April 16
 - Davis – TBD
 - Countryside – TBD
 - Winters – TBD
 - Woodland - TBD

9. Next Meeting: April 16, 9:00 AM – Countryside **(TBD)**

10. 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 114 E Street, 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.