



Sent and Posted: May 10, 2019 at 4PM

NOTICE AND AGENDA

Visit Yolo Board of Directors Monthly Meeting

Date/Time: May 16, 2019 at 9:00AM

Location: Comfort Suites Woodland, 2080 Freeway Dr., 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 April 2019 meetings **(9:10)**
 - a) Attachment 3-A: April Minutes
4. Approval of March 2019 Financial Reports **(9:15)**
 - a) Attachment 4-A: March Visit Yolo Financial Report
5. Visit Yolo Branding and Agency Update **(9:20)**
 - a) Branding Update
 - b) Advertising and Marketing Draft Proposal
6. Project Update **(9:50)**
 - a) Travel Agent Familiarization Tour – May 10
 - b) Farm to Fork Festival
 - c) Cali Rice Event Update
 - d) CA Cup Golf Invitational Report
 - e) International Pow Wow Preparation
 - f) CA Wine Institute UK Proposal
7. Budget Template Revise/Account Codes Draft **(10:00)**
8. 2019-2020 Board Member Election Discussion **(10:20)**
 - a) Resignations
 - b) Nominations
 - c) Elections
9. LDM Jurisdiction Updates **(10:30)**
 - a) Davis
 - b) Woodland
 - c) Winters
 - d) Yolo Countryside

10. Visit Yolo Reports **(10:40)**
 - a) Attachment 10-A: April Staff and Executive Director Project Report
 - b) Attachment 10-B: April Visitor Report
11. Issues and scheduling for next meeting **(10:50)**
12. Next meeting: **Thursday, June 13, 2019 at 9:00AM**
13. 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 Tiffany Dozier at (530) 297-1900, or visit 132 E Street, Suite 200, Davis, CA 95616, or via email 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.