



*Sent and Posted: November 8, 2018 at 4:00 pm*

**NOTICE AND AGENDA**

**Visit Yolo Board of Directors Monthly Meeting**

**Date/Time:** November 15, 2018 at 9:00 AM

**Location:** Winters City Hall Conference Room

318 First Street, Winters, CA 95694

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 October 18, 2018 meeting **(9:10)**
  - a) Attachment 3-A: Minutes from October 2018 Board of Directors Meeting
4. Approval of September 2018 Financial Report **(9:15)**
  - a) Attachment 4-A: September Visit Yolo Financial Report
5. Presentation by Augustine Agency on Proposed FY 2018/19 Marketing & Web Development plan **(9:25)**
6. Taste of Yolo Committee Recommendation Discussion **(10:00)**
7. Marketing Activity Update **(10:10)**
  - a) Social Media Storytelling
  - b) Made in Yolo
  - c) American Cup
8. Photography/Video Asset Analysis **(10:20)**
9. SinglePoint HR Outsourcing Update **(10:30)**
10. LDM Jurisdiction Updates **(10:35)**
  - a) Davis
  - b) Woodland
  - c) Winters
  - d) Yolo County
11. Executive Director & Staff Projects Report **(10:55)**
  - a) Attachment 10-A: Executive Director Report
  - b) Attachment 10-B: Staff Projects Report
  - c) Attachment 10-C: Visitor Report
12. Issues and scheduling for next meeting

13. Next meeting: **Thursday, December 20, 2018 at 9:00AM**

14. 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 Tiffany Dozier at (530) 297-1900, or visit 132 E Street, Suite 200, Davis, CA 95616, or via email [tiffany@visityolo.com](mailto: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](http://www.visityolo.com).*