



Sent and Posted: 11/15/19 @ 4PM

NOTICE AND AGENDA

Visit Yolo Board of Directors Monthly Meeting

Date/Time: November 21, 2019 at 9:00AM

Location: Best Western Shadow Inn, 584 N East Street, Woodland, CA 95776

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 October 2019 Meeting
 - a) Attachment 3-A: October Minutes

Regular Agenda Continues

4. Approval of September 2019 Financial Report **(9:15)**
 - a) Attachment 4-A: September 2019 Financial Report
5. Marketing Update **(9:25)**
 - a) Augustine Web and Digital Reporting
 - b) Booking Engine Status Report
 - c) Farm to Fork Festival Campaign
 - d) Regional Educational Tour (Nov 25th)
 - e) Hotel Survey
 - f) Photo and Video Development
 - g) Davis Enterprise Yolo County Magazine
6. Approval of Exec Committee Recommendation for Office Relocation **(9:45)**
7. Acceptance of Nomination of Tracy Rios for the Vacant Winters Board Seat **(10:15)**
 - a) Attachment 7-A: Tracy Rios Application
8. Visit Yolo Reports **(10:30)**
 - a) Attachment 8-A: October Staff and Executive Director Project Report
 - b) Attachment 8-B: October Visitor Report
 - c) Attachment 8-C: Upcoming Activities
 - d) Board Announcements

9. Issues and Scheduling for Next Meeting **(10:45)**
10. Next Meeting: **Thursday, December 19, 2019 at 9:00AM**
11. 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.