



Sent and Posted: 10/11/19 @ 4PM

NOTICE AND AGENDA

Visit Yolo Board of Directors Monthly Meeting

Date/Time: October 17, 2019 at 9:00AM

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

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 September 2019 Meeting
 - a) Attachment 3-A: September Minutes
4. Approval of Edited Financial Policies
 - a) Update of Internal Financial Procedures

Regular Agenda Continues

5. Update on 2019-2020 Financials **(9:10)**
 - a) Attachment 5-A: Updated June 2019 Financial Report
6. Approval of August 2019 Financial Report **(9:15)**
 - a) Attachment 6-A: August 2019 Financial Report
7. Approval of Committee Attendance Policy **(9:25)**
 - a) Attachment 7-A: Committee Attendance Policy Draft
8. Visit California Referendum Presentation **(9:30)**
9. Marketing Update **(10:00)**
 - a) Augustine Web and Digital Reporting
 - b) Booking Engine Status Report
 - c) Farm to Fork Recap
 - d) Visit CA Super Fam Recap
 - e) Visit Yolo Year in Review
10. 2019/2020 LDM Marketing Plan Approvals **(10:15)**
 - a) Attachment 10-A: Woodland and Countryside Presentations
 - b) Attachment 10-B: LDM Budgetary Approval

11. Visit Yolo Reports **(10:30)**

- a) Attachment 11-A: September Staff and Executive Director Project Report
- b) Attachment 11-B: September Visitor Report
- c) Attachment 11-C: Upcoming Activities
- d) Board Announcements

12. Issues and Scheduling for Next Meeting **(10:45)**

13. Next Meeting: **Thursday, November 21, 2019 at 9:00AM**

14. 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.