



*Sent and Posted: 9/13/19 @ 4PM*

**NOTICE AND AGENDA**

**Visit Yolo Board of Directors Monthly Meeting**

**Date/Time:** September 19, 2019 at 9:00AM

**Location:** University Park Inn & Suites, 1111 Richards Blvd., Davis, CA

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 August 2019 meeting **(9:06)**
  - a) Attachment 3-A: August Minutes
4. Approval of July 2019 Financial Report **(9:10)**
  - a) Attachment 4-A: July 2019 Financial Report
5. CPA Discussion regarding Financials **(9:15)**
6. Rootrez Presentation **(9:30)**
7. Farm to Fork Festival Update **(10:15)**
8. 2019/2020 LDM Marketing Plan Presentations **(10:30)**
  - a) Davis
  - b) Winters
  - c) Woodland
  - d) Yolo Countryside
9. Marketing Update **(11:00)**
  - a) Website update
  - b) Digital Creative approval and deployment strategy
10. Clarksburg & Cache Creek Casino Partnership Development **(11:30)**
11. Visit Yolo Reports **(11:45)**
  - a) Attachment 11-A: August Staff and Executive Director Project Report
  - b) Attachment 11-B: August Visitor Report
  - c) Attachment 11-C: Upcoming Activities

12. Issues and scheduling for next meeting **(11:55)**

13. Next meeting: **Thursday, October 17, 2019 at 9:00AM**

14. Adjourn **(12:00)**

*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](mailto: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](http://www.visityolo.com).*