

December 5, 2025

Yolo County Board of Supervisors
625 Court Street, Suite 204
Woodland, CA 95695

Dear Yolo County Board of Supervisors –

At the request of Supervisor Lucas Frerichs, I am writing to share my concerns regarding issues with Visit Yolo and their Executive Director, Terry Selk. This letter coming ahead of a meeting scheduled for December 9, 2025 with the Supervisors and the Visit Yolo Board of Directors and Terry Selk.

My name is Barbara Steinberg. I am a freelance travel writer and expert on all things California. I have been writing about California for more than 35 years. I worked for Visit California and was the Editor of the California State Visitors Guide. I began working at Visit California in 1990 and met Terry Selk who also worked there and was the international marketing manager. We worked very closely together until we both left our positions in 2006. Terry went to work for Visit Sacramento and I became self-employed as a freelance writer. Terry eventually went to work for Yosemite/Mariposa and then, in 2018, I recommended Terry to Tiffany Dozier to fill the Executive Director's position at Visit Yolo which had been vacated by Alan Humason.

I travel all over California and have written about many destinations including many cities and towns in Yolo County. Some years ago, I was hired by Visit Yolo to do a series of articles and spent many days exploring all of Yolo County. Even now, I continue to write articles about Yolo County, most recently [Living the Davis Life](#) and [Come Home to Winters and the Abbey House Inn](#). Both articles appeared in the Mountain Democrat newspaper where I am a regular contributor and the Outdoor Writers Association of California website. I know Yolo County like the back of my hand.

I'm sharing all of this information with you because I want to be clear I have no reason to say anything critical about Terry if I weren't concerned about Visit Yolo and all of California.

Last December, a Visit California reunion was hosted and attended by people who once worked for the organization. Terry Selk and his wife, Faith, were two of the attendees along with my husband Mike and me. The four of us sat together at dinner. During the

conversation, the Selk's told us they were moving to Idaho. I was more than a little surprised since both Terry and Faith have worked and lived in California most/all of their lives. Even more so since Terry's career has spanned more than 35 years promoting California tourism. When I inquired as to why, they both shared many negative and derogatory comments about life in California. So negative, that they determined to leave the state and move to Idaho. I was speechless and had little to say.

Both my husband and I were stunned; we shared thoughts about this encounter especially considering that Terry is the Executive Director of Visit Yolo. I wondered what this would mean for this position. Surely, if you live in Idaho, the Board of Directors would ask him to resign. And, if you think California is so terrible why would you continue to work here? That, of course, didn't happen.

Terry has the prerogative to live in Idaho, but should Visit Yolo continue to employ him is a question worth asking? Especially since his feelings about the Golden State were made quite clear at the reunion, and his salary is funded by the Yolo County transient occupancy tax.

Another concerning incident was when I shared with Terry my article about *Living the Davis Life*, he responded, "There's nothing to do in Davis!" He did say he found the "factoids" in my article interesting, but had nothing positive to say otherwise. He might say he was kidding, but he never indicated that was the fact – never smiled or laughed. He is on the board of the Downtown Davis and I have often wondered what they would think about his remark.

I didn't know what to do or say about these matters and sat with it for some months. In the meantime, I spoke to another member of the Visit Yolo business community and they shared similar concerns not just about Terry, but that other members of the Board of Directors or members of Visit Yolo didn't seem to care that their Executive Director lives in another state. In the meantime, I also found online this Facebook post from Terry to his real estate agent in Idaho where he said "am looking forward to leaving the chaotic mess California has become."



Facebook

<https://m.facebook.com/ArnottRealEstate> › photos › -c ›

XO Real Estate - ❄️🤖 Our meetup is cancelled tonight, guys! ...

Terry Selk. We start our move next week and am looking forward to leaving the chaotic mess CA has become. We set up utilities t... XO Real Estate. 4d ...

The Board of Supervisors cannot hire or fire Visit Yolo staff. However, the Yolo County's Transient Occupancy Tax (TOT) was set up by the Yolo County Board of Supervisors under the authority granted to California counties by State Revenue and Taxation Code Section 7280. This state law permits the legislative body of a county, like the Yolo County Board of Supervisors, to levy this tax on the privilege of occupying short-term lodging within the unincorporated areas of the county. They should be asking questions about how Visit Yolo is spending the TOT.

When I spoke with Supervisor Lucas Frerichs, he mentioned that the Board of Supervisors hasn't met with the Visit Yolo Board of Directors in more than three years. Even though I don't live in Yolo County, I have many friends and colleagues who live there. The community is very near and dear to my heart. I hope you will take my concerns under advisement and, respectfully, ask the Board to respond. Also, to ask them to insure that all hoteliers are remitting their transient occupancy taxes as required on a quarterly basis.

If any of the Supervisors have any questions, feel free to contact me.

Sincerely – Barbara Steinberg

916-335-1522

www.AreYouThatWoman.com

California Watchable Wildlife, Outreach Coordinator

Outdoor Writers Association of California, Board Member

PS – I originally sent you this letter in October after the Visit Yolo meeting was cancelled. Since then, I have spoken to other business friends who live in the county. They have told me that Visit Yolo has never reached out to them. They are not lodging businesses, but they are businesses who pay county taxes and bring tourism dollars to the region. They also said they didn't know who their County Supervisor was or is. I found both of these statements very troubling. Visit Yolo and elected officials need to do a better job connecting with their constituents.