

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Special Meeting Minutes
July 14, 2014
1:00 pm**

Directors Present:

Dan Jensen (DNC and Chairman)
Jonathan Farrington (DNC and Vice Chairman) Via Teleconference
Kevin Shelton – (Yosemite Resorts)
Brian Bullis – (Fairgrounds)
Sara Zahn – (Hotel Jeffrey)
Mary Ann Huff – (North County/John Muir Geo Tourism)
Barbara Robinson – (Indian Peak Ranch and Secretary)
Donna Nassar – (B & B's)
Kathy McCorry – (Chamber of Commerce and Visitor Centers)

YMCTB Staff Members Present:

Terry Selk – Executive Director
Julie Hadzega – Marketing Coordinator
Windy Gonzalez – Administrative Assistant
Noel Morrison – Communications Coordinator

Advisors Present:

Roger Biery
Candy O'Donnel-Browne

Visitors Present:

Eric Skindrud - Mariposa Gazette
Gerald Sarazin - Sierra Sun Times
Gary and Rickey Francisco – Francisco's Juniper Crest

• **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at 1:04 pm by Dan Jensen.

• **SELF INTRODUCTION BY ALL IN ATTENDANCE**

All in attendance introduced themselves.

- **PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA BUT WITHIN THE SCOPE OF THIS BOARD** – Members of the audience may address the Board on matters not on the regular agenda. Brown Act regulations restrict the Board from taking action on any subject presented that is not on the agenda.

None

• **INFORMATION AND PRESENTATION MATTERS**

None

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- **ACTION MATTERS, REGULAR AGENDA**

Determine a formal response to the Board of Supervisors' Decision to increase TOT by 1.25% with the expectation that the Yosemite/Mariposa County Tourism Bureau would assume financial responsibility of the Visitor Centers in Mariposa and Coulterville – the board discussed and voted to not support the proposed 1.25% increase in TOT. Kevin Shelton motioned the board to not support the 1.25% increase in the TOT and Donna Nassar second the motion with all else in support except Kathy McCorry due to her conflict of interest between the YMCTB and the Mariposa County Chamber of Commerce.

The Yosemite/Mariposa County Tourism Bureau (YMCTB) would like the Mariposa County Board of Supervisors to consider, and could support, a 1% increase in TOT with the understanding that the YMCTB would consider an (as of yet undetermined) increase in TBID. Jonathan Farrington motioned for the board to approve the YMCTB to ask the Board of Supervisors to reconsider a 1% increase in TOT with the county no longer funding the YMCTB and Visitor Centers with the understanding the YMCTB would consider an increase in the TBID, Kevin Shelton second, and all were in support except Kathy McCorry due to her conflict of interest between the YMCTB and the Mariposa County Chamber of Commerce.

Determine what action might be needed at this time involving a possible increase in the TBID rate and the management plan – the board decided to forego any action on this matter until after the Board of Supervisors' meeting on July 15th, 2014.

- **COMMENTS FROM BOARD AND STAFF**

Dan Jensen asked the board to be prepared for a possible second special meeting depending on the outcome of Tuesday, July 15th, 2014 Board of Supervisors meeting. Notices will be sent out via email as to date and time.

- **MOTION TO ADJOURN:**

Meeting adjourned at 2:12 PM by Dan Jensen.

- **ANNOUNCEMENTS:**

Next B.O.D. Meeting will be our Annual BOD Meeting on Thursday, August 21st, 2014 at 1:30 PM at the Board of Supervisors Chambers. Reminders will be sent out via email.