

YOSEMITE / MARIPOSA COUNTY TOURISM BUREAU  
BOARD OF DIRECTORS SPECIAL MEETING –  
Board of Supervisors Chambers  
5100 Bullion Street, Mariposa CA 95338

Friday, August 1, 2014

TELECONFERENCE  
Call In Number 888-808-6929  
Access Code 3187756

Dan Jensen and Jim Stellmack-Yosemite National Park Executive Offices in DNC General Office Building  
9001 Village Drive, Yosemite, CA 95389

Donna Davis-The Redwoods in Yosemite General Manager's Conference Room  
8038 Chilnualna Falls Road, Wawona, CA 95389

Sara Zahn and Mary Ann Huff-Hotel Jeffrey Boardroom  
5001 Main Sttreet, Coulterville, CA 95311

## A G E N D A

1:00 PM	OPEN SESSION
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### CALL TO ORDER

### SELF-INTRODUCTION BY THOSE IN ATTENDANCE

### 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.

### INFORMATION AND PRESENTATION MATTERS

None

### ACTION MATTERS, REGULAR AGENDA

1. Approval of motion to Cancel the Agreement with Catalyst Marketing Company
2. Authorize the Executive Director to immediately engage Consumer Effects International, LLC (dba AugustineIdeas) to provide marketing services to YMCTB as described in the supporting documentation in the BOD packet provided.

### COMMENTS FROM BOARD AND STAFF

### ADJOURNMENT

### ANNOUNCEMENTS

- Annual BOD Meeting Thursday, August 21, 2014 1:30 PM at the Board of Supervisors Chambers