

**YOSEMITE / MARIPOSA COUNTY TOURISM BUREAU
MARKETING COMMITTEE MEETING**

Mariposa County Human Services Mariposa Room
5362 Lemee Lane
Mariposa, CA 95338
Teleconference Call
888-808-6929
Access Code: 3187756

Tuesday, March 10, 2015

(Agenda must be posted outside of room where call is taking place if attending by Conference Call.)

Jonathan Farrington
Delaware North-Sierra Region, Conference Room
1122 Highway 41, Fish Camp, CA 93623

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

A G E N D A

1:30 PM

- **CALL TO ORDER FOR OPEN SESSION**
- **SELF INTRODUCTION BY ALL IN ATTENDANCE**
- **PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA BUT WITHIN THE SCOPE OF THIS BOARD** Members of the audience may address the Committee on matters not on the regular agenda. Brown Act regulations restrict the Committee from taking action on any subject presented that is not on the agenda.
- **INFORMATION AND PRESENTATION MATTERS**
 - EV Charging Stations Report
 - Ferguson Project Update
 - 125th Anniversary Programs
 - Advertising Status Report/Metrics
 - Branding Concept Revisit
 - Yosemite.com Update
 - Marketing Opportunities
 - Other
- **ACTION MATTERS, REGULAR AGENDA**
 - Recommendation for action on Ferguson Project
 - Recommendation on Branding Concept
 - Recommendation on Incremental Spend Proposals
- **COMMENTS FROM COMMITTEE AND STAFF**
- **ADJOURNMENT**- Next Marketing Committee Meeting May 7th, 2015 details to follow.