

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Annual Meeting Minutes
August 20, 2015
1:30 pm**

Directors Present:

Dan Jensen (Delaware North - Chairman of the YMCTB BOD)
Kevin Shelton – (Yosemite Resorts – Interim Vice Chair of the YMCTB BOD)
Brian Bullis – (Mariposa Fairgrounds)
Douglas Shaw- (Yosemite Bug, Treasurer – YMCTB BOD)
Barbara Robinson – (Indian Peak Ranch, Secretary – YMCTB BOD)
Donna Nassar-(Bed and & Breakfast Inns)
Mary Ann Huff – (North County Representative)
Sara Zahn-(Hotel Jeffery Hotel and North County Visitor Center)

YMCTB Staff Members Present:

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

Advisors Present:

Roger Biery (Sierra Communications)
Kevin Cann (Board of Supervisors)
Candy O’Donnell-Browne (Yosemite Gateway Partners)
Scott Gediman (Yosemite National Park)
Merlin Jones (Board of Supervisors)

Visitors Present:

Kathrin Poetter (Delaware North-Tenaya)
Paul Ratchford (Delaware North-Tenaya)
Ron Iudice (KRYZ LPFM Community Radio)
AugustineIdeas:

Lindsay Moore
Julie Amos
Margo Robinson
Kaitlyn Coghlan

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at approximately 1:33 pm by Dan Jensen.

➤ **SELF INTRODUCTION BY ALL IN ATTENDANCE**

All in attendance introduced themselves.

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- **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**

- **Yosemite National Park Update:**

Scott Gediman started with the updates for Yosemite National Park.

The National Park Service is working with the families who lost 2 minors to a falling tree at a campsite within the park. The campsite has remained open while clean up was completed.

Plague issues are still under investigation as to whether or not it was contracted within the Yosemite National Park boundaries. The 2nd case did not stay within the park; however, two squirrels were found to carry the plaque and the campsite in question has been treated.

Next Tuesday, August 25th, 2015 is Founder's Day and entrance to the park is fee free.

This past week former First Lady, Laura Bush, personally visited the Park while current First Lady, Michelle Obama, made a live video streaming appearance from the White House to kick-off the promotion of FindYourPark.com.

October 1st, 2015 is the 125th Anniversary and the Visitor Center will be the site of several events commemorating the occasion. Make-a-Wish Ranger Gabriel will be present. Visitation within the park is expected to be high so expect traffic delays.

Dan Jensen stated that last Saturday, August 15th, 2015 was a record day for visitors within the park and he attributes this to Hwy 120 still being accessible.

The concessionaire process is still moving along for Aramark to take possession on March 1st, 2016. Delaware North to start the transition as of October 1st, 2015. The contract was signed July 28th, 2015 by the new concessionaire and there is a 60 day review period within Congress. As more information becomes available it will be shared.

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- **Treasurer's Report:**

YMCTB - Douglas Shaw gave an overview of the YMTCB's budget to date and 2014-2015 year end. Transient Occupancy Tax (TOT) is approximately at \$13.2 million which equates to a 14% increase over last year's TOT totals.

A copy of the YMCTB's budget is in the Bureau's office for review upon request.

Yosemite.com - Douglas Shaw gave an overview of the Yosemite.com budget to date and reminded the board that Yosemite.com Holding, LLC is on a calendar year not a fiscal year. The Profit and Loss report was reviewed from January thru July 2015.

A copy of the Yosemite.com budget is in the Bureau's office for review upon request.

- **Annual Report Outline:** Noel Morrison gave an overview of the Annual Report. The Bureau has *90 days to prepare the Annual Report and staff is on task to have completion by end of September. Upon completion, the report will be available on the website as well as copies in our office for review.

*Note: This is amended to reflect the actual time parameter as identified in the Bureau's bylaws as 120 days.

- **Townsend Public Affairs Report:** Terry Selk asked the Board to review the Townsend Public Affairs handout within the packet at their own leisure. Any questions or concerns may be addressed to Terry Selk via telephone or email.
- **Marketing Update:** Terry Selk gave a brief overview of all the items within the marketing update. This update can be found in the board's packet. Any questions or concerns may be addressed to Terry Selk.
- **Brown Act Compliance Update:** Terry Selk provided the members of the board with a Brown Act Summary, the Mariposa County Management District Plan 2013-2018 (TBID) and the YMCTB Bylaws. If any concerns, questions or further information is needed please contact the bureau staff.
- **Advertising/Marketing Presentation-Creative and Media Plan 2015-2016:** AugustineIdeas presented the creative and media plan for 2015-2016. Copies of presentation were passed out to the board members to follow along. If a copy of said presentation is required, please contact the bureau staff.

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- **Review of the 2015-2015 BOD Meeting Schedule:** The 2016 Board of Directors Meeting Schedule was provided within the BOD packet. The dates are as follows:

Thursday, January 14, 2016

Thursday, March 17, 2016

Thursday, May 19, 2016

Thursday, August 18, 2016 (Annual BOD Meeting)

Thursday, October 13, 2016

An email reminder will go out approximately a month before each meeting. The location of the meetings has been scheduled for the Mariposa County Board of Supervisors Chambers at 1:30 pm.

- **Digital Coordinator Position Update:** Terry Selk announced the new Digital Coordinator position had eleven candidates apply. Five of the eleven candidates were chosen for the interview process. From the five interviewed and final candidate was offered the position. At this time the bureau is waiting for the acceptance of the job offer prior to announcing this new staff member.

➤ **ACTION MATTERS, REGULAR AGENDA**

- **Approval of Minutes:** Minutes from the March 19, 2015, meeting were approved by the Board. Brian Bullis made the motion, Kevin Shelton seconded and all were in favor with none opposed.
- **Nominations and Elections of the YMCTB Board and members:**
Dan Jensen advised the board of his retirement and resignation from the Yosemite/Mariposa County Tourism Bureau upon completion of today's annual meeting. Any positions that Dan Jensen held within the Bureau will now be held by the newly elected chairman of the board. Paul Ratchford was added to the board as a member and all existing members requested to maintain their positions. Maryann Huff made the motion, Barbara Robinson seconded and all were in favor with none opposed.
Please see attached list.

**Yosemite/Mariposa County Tourism Bureau
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- **Nomination and Election of the YMCTB Officers for 2015-2016:** Dan Jensen reviewed the incumbents as Kevin Shelton as the Chairman, Donna Davis as the Vice Chairman, Barbara Robinson as the Secretary and Douglas Shaw as the Treasurer. Brian Bullis made the motion, Douglas Shaw seconded and all were in favor with none opposed.
- **Nomination and Election of Advisors for 2015-2016:** Dan Jensen reminded the board of the existing Advisors and that each Advisor had asked to remain as such for the coming year. Brian Bullis made the motion, Donna Nassar seconded and all were in favor with none opposed.
Please see attached list.
- **Approval of Standing Committees and their members:** The board has agreed to maintain the Human Resources Committee and the Marketing Committee as the standing committees to the Yosemite/Mariposa County Tourism Bureau. The existing members of these standing committees requested to remain in their current capacity with one exception; the addition of Kathrin Poetter to the Marketing Committee. Brian Bullis made the motion, Donna Nassar seconded and all were in favor with none opposed.
Please see attached list
- **Vote on 2015-2016 Marketing Plan:** Terry Selk asked the board to approve the 2015-2016 marketing plan provided within the BOD packet. Brian Bullis made the motion, Kevin Shelton seconded and all were in favor.
- **Vote on 2015-2016 YMCTB Budget:** Terry Selk reviewed the 2015-2016 Budget provided within the BOD packet. All revisions per the Marketing Committee were addressed and Terry asked the board to approve the 2015-2016 Budget. Brian Bullis made the motion, Donna Nassar seconded and all were in favor with none opposed.

Yos.com 2015 Budget was also reviewed by the board and was accepted as provided within the BOD packet. Kevin Shelton made the motion, Douglas Shaw seconded and all were in favor with none opposed.

Please contact the bureau staff for any questions, concerns or copies regarding either YMCTB or Yosemite.com budgets.

- **Consideration of proposal to alter County Funding Formula:** Kevin Shelton motioned for the board to direct Terry Selk to propose a 4.5% formula to calculate the Transient Occupancy Tax (TOT) to the Mariposa County Board of Supervisors during their next budget hearing matters. Douglas Shaw seconded this motion and all were in favor with none opposed.

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- **Reconsider the previous decision to partner with the County and the EDC on the proposed resort hotel and conference center project:** Roger Biery asked the board to rescind the Tourism Bureau's previous decision to partner with the County and the EDC by withdrawing the offer to fund half of a feasibility study for a resort hotel and conference center in or around the town of Mariposa. Barbara Robinson made the motion, Donna Nassar seconded and all were in favor with none opposed.

➤ Adjournment of the public portion of the meeting was called at 3:30 pm for the board to enter into the closed session of the Annual BOD Meeting.

➤ **CLOSED SESSION**

The Board of Directors went into a closed session from approximately 3:33pm to approximately 4:33pm.

Personnel Matters and Employee Reviews

➤ **COMMENTS FROM BOARD AND STAFF**

During the closed session, the Board of Directors reviewed personnel issues and made recommendations regarding salaries and bonuses.

Candy O'Donnell-Browne expressed gratitude for Dan Jensen's long participation with the Board of Directors, followed by a round of applause for Dan.

➤ **ADJOURNMENT**

Meeting was adjourned at approximately 4:38 pm by Kevin Shelton.

➤ **ANNOUNCEMENTS:**

Next B.O.D. regular scheduled meeting will be Thursday, October 15, 2015 at 1:30 PM at the Board of Supervisors Chambers. Reminders will be sent out via email.