

**Yosemite/Mariposa County Tourism Bureau  
Board of Directors Meeting Minutes  
April 3, 2014  
1:30 pm**

**Directors Present:**

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Dan Jensen (DNC and Chairman)  
Kevin Shelton – (Yosemite Resorts)  
Brian Bullis – (Fairgrounds)  
Douglas Shaw- (Yosemite Bug and Treasurer)  
Mary Ann Huff – (North County/John Muir Geo Tourism)  
Barbara Robinson – (Indian Peak Ranch and Secretary)  
Donna Davis – (The Redwoods)  
Donna Nassar – (B & B's)

**YMCTB Staff Members Present:**

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

**Advisors Present:**

Roger Biery  
Scott Gediman  
Kevin Cann

**Visitors Present:**

Richard Harmon, Carol Johnson, Joy Kitchel and County Supervisor, Merlin Jones, Kris Casto, Supervisor Candidate for District 3.

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at 1:35 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.

Scott Gediman discussed snow survey. Merced River drainage is at 28% and Tuolumne River drainage is at 33%.

Merlin Jones thanked the board for their contribution towards the North County sign. It is up and looks wonderful.

Mary Ann Huff mentioned the Master Gardner's State Conference happens every two years and this coming conference will be at the Tenaya on October 7th, 8th and 9th 2014.

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➤ **INFORMATION AND PRESENTATION MATTERS**

**Treasurer's Report** – Douglas Shaw gave an overview of bureau's budget to date. Please refer to handout. A copy of this budget update is in the bureau's office for review at any time.

**Townsend Public Affairs Update** – Richard Harmon updated the board on many projects his office has been working on: possible conference center, pedestrian safety in town, geo-tourism (Coulterville), California Arts Council, Fairground Legislation, and the status of the timing of the Ferguson Rockslide work.

**Update on Yosemite National Park Issues** – Dan Jensen and Scott Gediman reviewed several park items with the board. Anniversaries are up and coming with approximately 180 events scheduled, attendance to the park has been good thus far, plowing of Glacier Point is taking place with an estimated opening date of April 15<sup>th</sup> for Tioga Pass, River Plans are being implemented, services like ice skating, rafting and bike riding to remain but be moved and focus on keeping traffic flowing with emphasis on off hours.

Dan Jensen also stated that April 22<sup>nd</sup>, will be Earth Day and the park has many activities planned for visitors.

Dan Jensen announced on a fun note-Yosemite National Park was Yahoo's #1pick for their 100 best places to do "Selfies" this year.

**Staffing Update** – Terry Selk announced that Noel Morrison will be our new Communications Coordinator and will be starting on April 23, 2014.

**Marketing Update** – Terry Selk presented the board with a Marketing Update representing the bureau's marketing efforts. Please refer to handout.

**Marketing Plan and Budget Draft for 2014-2015** – Terry Selk provided to the Board a Projected 2014-2015 Budget for review. Please refer to handout.

**Sustainable Tourism Conference** – Terry Selk stated that the Yosemite Gateway Partners will be holding a sustainable tourism conference in late fall at the Tenaya Lodge.

**Conference Center RFI** – Roger Biery updated the board on the status of the Conference Center. EDC has received a good dozen responses towards the RFI process for review. Roger to present the results to the Board of Supervisors on April 15, 2014.

**Partner Development** – Julie Hadzega gave an overview of the partner development to date. With co-opportunities, the bureau has received approximately \$39,000.00 from lodging partners allowing ads in Sunset Magazine, VIA Magazine, eNewsletters and eBlasts.

**California Cup Golf Invitational Update** – Terry Selk provided the board with an overview of the California Cup event and invited the board to the evening dinner on June 2<sup>nd</sup> on the courthouse lawn. Please refer to handout.

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➤ **ACTION MATTERS, REGULAR AGENDA**

**Approval of Minutes** – Approval of regular meeting minutes for October 17, 2013 were approved by the board. Mary Ann Huff motioned for the approval, Donna Davis second the motion, and all were in favor with none opposed.

**YMCTB Position on TOT Increase** – The board opted for a no position at this time. YMCTB will take a position upon Board of Supervisors approval to put increase on ballot. YMCTB to survey TOT with lodging partners as well.

**Advertising RFP** – The board approved the marketing committee to proceed with the RFP process and accept letters of intent. Douglas Shaw motioned for the marketing committee to continue the RFP process and accept letters of intent, Donna Nassar second the motion, and all were in favor with none opposed.

**Yosemite.com Contract** - Terry Selk asked the board to sever the Yosemite.com contract with Catalyst and McClatchey due to the outdated contract. The contract was null and void upon the removal of AviaTech by Digital Gear. The board also gave Terry Selk the approval to hire a local contractor to process the sales for Yosemite.com. Kevin Shelton motioned for the board to cancel the Catalyst and McClatchey contract and to hire a local contractor to process the sales for Yosemite.com, Barbara Robinson second, and all were in favor with none opposed.

**New Office Space** – Terry Selk presented the board with the new bureau office space proposal at 5065 & 5067 Hwy 140, Mariposa, CA. The board approved the move with signage only being present on the actual door to the office. Brian Bullis motioned for the approval of the office space move, Douglas Shaw second, and all were in favor with none opposed.

➤ **COMMENTS FROM BOARD AND STAFF**

Board and staff did not present comments.

➤ **MOTION TO ADJOURN:**

Meeting adjourned at 3:37 PM by Dan Jensen. Next B.O.D. Meeting will be moved from May 2014 to June 19<sup>th</sup> or 26<sup>th</sup>, 2014. Notice will be sent out to the board once date has been set.