

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
JANUARY 20, 2016
1:30 pm**

Directors Present:

Kevin Shelton – (Yosemite Resorts – Chair of the YMCTB BOD)
Donna Davis – (The Redwoods in Yosemite - Vice Chair of the YMCTB BOD)
Brian Bullis – (Fairgrounds)
Donna Nassar – (Bed and & Breakfast Inns)
Barbara Robinson – (Indian Peak Ranch, Secretary – YMCTB BOD)
Paul Ratchford – (Tenaya Lodge-Delaware North)
MaryAnn Huff – (North County Representative)
Sara Zahn – (Hotel Jeffery Hotel and North County Visitor Center)
Douglas Shaw – (Yosemite Bug, Treasurer – YMCTB BOD)

YMCTB Staff Members Present:

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

Advisors Present:

Candy O'Donnell-Browne – (Yosemite Gateway Partners)
Roger Biery – (Sierra Communications)
Scott Gediman – (Yosemite National Park)
Merlin Jones – County Supervisor

Visitors:

Mick Herman – Planning Commission-Catheys Valley
Keith Williams – Mariposa County Tax Collector
Sarah Williams – Mariposa County Planning Department
Mike Kinslow – Mariposa County Building Department
Tara Schiff – Mariposa County Community Development/Grant Coordinator
Charles Turner – John Muir Geo Tourism Center in Coulterville
Monte Thornburg – John Muir Geo Tourism Center in Coulterville
Marshall Long – Mariposa County Supervisor
John Carrier – Mariposa County Supervisor

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at 1:31 pm by Kevin Shelton.

➤ **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 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.

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- Roger Biery announced his resignation as Mariposa County's citizen member on the board of the Central Sierra Economic Development District. He will still support and be involved with the EDC. Roger encouraged board members to consider becoming either the County's primary or alternate citizen member on the CSEDD board.

- Monte Thornburg and Charles Turner presented the board with information about Highway 132/John Muir Highway becoming a gateway to Yosemite. Merlin Jones confirmed that Mariposa County did confirm this route as a gateway with the Tourism Bureau's sponsorship of the county line 20x40 sign.

- MaryAnn Huff reminded the board of the Coulterville's History Center's 1-year anniversary and a celebration will take place on February 6th from 2pm to 5pm. A live auction will take place as well.

➤ **INFORMATION AND PRESENTATION MATTERS**

- Yosemite National Park Update - Scott Gediman announced the rock slide on Hwy 140 was cleaned and reopened within 2 days. Bus safety has been updated to require chains not cables after bus slid off the road this past week. The name usage is an ongoing litigation and the park has name changes planned for the March 1st concessionaire change. All printed material will be changed to reflect name changes.

- Treasurer's Report – Douglas Shaw gave an overview to the board of the bureau's budget and Yosemite.com's budget to date. Both financials reflect being on track with the budgeted figures for 2015-2016. The bureau is at the six-month mark in the year where Terry and staff audit the existing budget and start planning for next year's budget.

Copies of the financials for both the bureau and Yosemite.com are located in the bureau's office and can be reviewed upon request.

- Advertising and Marketing Update – Terry Selk provided a brief overview of the marketing update provided within the board packet. Any questions or concerns may be addressed to Terry Selk via telephone or email.

- 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 addresses to Terry Selk via telephone or email.

- Fairgrounds Funding – Brian presented the board with information regarding fairground funding that has been cut since 2011. Mariposa County Fairgrounds is looking for help and ideas to keep the fairgrounds going beyond this coming year. The state was to turn fairs over to the local counties but has not done so as of this date. The fairgrounds have raised the fees by 15% for all rentals; however, much more funding is needed to maintain the facility. Many possibilities for fundraising have been considered such as a TOT

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increase by 2% or raising a bond measure for schools, but a vote of 55% or more is needed from the public.

- County Economic Development Strategic Plan – Tara Schiff requested the board’s input on the county’s Economic Development Strategic Plan and would like each board member to complete a questionnaire and discuss at the next board meeting.
- Planning Department Proposed Regulation Changes for Vacation Rentals - Sarah Williams and Mike Kinslow from the Mariposa County Planning and Building Departments presented the board with the county’s proposed regulation changes for vacation rentals within Mariposa County. A handout was provided for review.

➤ **ACTION MATTERS, REGULAR AGENDA**

- **Approval of Minutes:**

Minutes from the October 15, 2015 meeting were approved by the Board. Brian Bullis made the motion, Paul Ratchford seconded and all were in favor with none opposed.

Minutes from the December 15, 2015 special meeting were approved by the Board. Maryann Huff made the motion, Brian Bullis seconded and all were in favor with none opposed.

- **Recommendation to change Accountancy Vendor:** Douglas Shaw recommended the board change accountancy vendors from Simmons and Accounting to Spinardi and Jones due to the fee structure and needs of the bureau. The board approved this recommendation, Donna Davis made the motion, Donna Nassar seconded and all were in favor with none opposed.

➤ **CLOSED SESSION:** This portion of the meeting was tabled until further notice by the board.

➤ **COMMENTS FROM BOARD AND STAFF:**

None

➤ **ADJOURNMENT:**

Kevin Shelton called the meeting adjourned at 3:58pm.

➤ **ANNOUNCEMENTS:**

Due to a schedule conflict, the B.O.D. Meeting scheduled for March 17, 2016 has been cancelled. The rescheduled date will be sent via email to the board.