

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
October 15, 2015
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)
Douglas Shaw- (Yosemite Bug, Treasurer – YMCTB BOD)
Barbara Robinson – (Indian Peak Ranch, Secretary – YMCTB BOD)
Donna Nassar-(Bed and & Breakfast Inns)
Sara Zahn-(Hotel Jeffery Hotel and North County Visitor Center)
Paul Ratchford – (Delaware North-Tenaya)

YMCTB Staff Members Present:

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

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:

Ron Iudice (KRYZ LPFM Community Radio)
Charlie and Jeanetta Phillips
Tara Schiff

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at approximately 1:32 pm by Kevin Shelton.

➤ **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.

Julie Hadzega announced the drought response tent cards were reordered and were available if anyone needed more for their facility. Julie also requested rack cards from

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each lodging member of the board for the up and coming consumer trade shows. The theme for this year's show will be the park anniversary.

Terry Selk introduced new staff member, Damian Riley to the Board. Damian is the bureau's Digital Communications Coordinator and will be working with Noel Morrison.

INFORMATION AND PRESENTATION MATTERS

- **Yosemite National Park Update:**

Scott Gediman started with the updates for Yosemite National Park. The National Park Service has received great feedback on the 125th celebration activities. Visits to the park are up from 7% to 10% for the year.

The Aramark contract was signed last week and the transition is moving forward.

Google images/street views were released for many locations within the park.

- **Treasurer's Report:**

YMCTB - Douglas Shaw gave an overview of the YMTCB's budget to date. 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. A copy of the Yosemite.com budget is in the Bureau's office for review upon request.

Windy Gonzalez informed the board of the County Audit Report was completed and submitted to the County Auditor and Board of Supervisor's for review on October 14, 2015. The County Auditor will review and confirm audit.

- **Annual Report Outline:** Noel Morrison informed the board the annual report was redone by Damian Riley and was emailed for review. The board suggested the county map be revised in its sizing and for the download capabilities to be revised to a much smaller folio. The suggestions would be altered and re-emailed to the board for final review.
- **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.
- **Advertising and 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.

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Noel Morrison mentioned the TedX event is less than 30 days away. Tickets are still available for the all-day event. Lunch will also be included with ticket purchase. Many members from the local community have signed up to help the day of the event. There will be a total of nine guest speakers. Visit tedxyosemite.com for more details.

- **Alternative County Funding Models:** The board discussed the possibility of going from a fixed amount to a percentage amount on the total collections for the TOT/TBID. During this discussion many questions arose as to whether the bureau would take on the two visitor centers funding, could the Board of Supervisors (BOS) change the percentage from 10% to 9.5% and if so, what would be the process? Terry Selk will meeting with Merlin Jones, Kevin Cann, Keith Williams and Mary Hodson to further investigate options, possible changes and the process needed to change the calculation structure. The timeline for submitting to the board of supervisors would be as early as May 2016. Terry Selk will report back to the board his findings for possible action item at the next board meeting in January.

➤ **ACTION MATTERS, REGULAR AGENDA**

- **Approval of Minutes:** Minutes from the Annual Meeting Minutes from August 20, 2015 meeting were approved by the Board. Douglas Shaw made the motion, Donna Nassar seconded and all were in favor with none opposed.
- **Proposed Website Recommendations:** The board chose to table this decision until further information can be obtained by Terry Selk.
- **Consideration to Fill Vacant Board Member Seats:** It was decided by the board to table considerations for vacant board seats until the Aramark merger takes place on March 1, 2016 and the Mariposa County Chamber of Commerce identifies its new director.

- Adjournment of the public portion of the meeting was called at 3:48 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 3:52 pm to approximately 4:33 pm.

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Personnel Matters Update

➤ COMMENTS FROM BOARD AND STAFF

During the closed session, the Board of Directors discussed personnel issues.

➤ ADJOURNMENT

Kevin Shelton adjourned meeting at approximately 4:34 pm.

➤ ANNOUNCEMENTS:

Next B.O.D. regular scheduled meeting will be Thursday, January 14, 2016 at 1:30 PM at the Board of Supervisors Chambers. Reminders will be sent out via email.