

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
APRIL 4, 2016
1:30 pm**

Directors Present:

Kevin Shelton
Brian Bullis
Donna Nassar
Barbara Robinson
Paul Ratchford

YMCTB Staff Members Present:

Terry Selk - Selk
Julie Hadzega
Windy Gonzalez
Noel Morrison
Damian Riley

Advisors Present:

Roger Biery
Merlin Jones
Kevin Cann

Visitors:

Carol Johnson
Miles Menetary
Dane Carlson

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at 1:36 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.

Julie Hadzega informed the board as to the upcoming Travel and Tourism Week the first of May. Terry Selk will present this year's Tourism Award to this year's nominee at the Board of Supervisors meeting on Tuesday May 3rd, 2016. Also, Brian Wright from Visit CA will address the County Supervisor's with his presentation representing global and local trends in travel and tourism.

➤ **INFORMATION AND PRESENTATION MATTERS**

- **Yosemite National Park Update:** Noel Morrison updated in Scott Gediman's absence. Litigation with previous concessionaire is still ongoing. Earth Day will be Saturday, April 23rd, 2016. Entrance to the park will be free on this day in honor of this celebration. The

Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
APRIL 4, 2016
1:30 pm

National Park Service will have a centennial celebration at the Fresno Grizzlies game on July 23rd, 2016. If anyone is interested in booth information, please contact Scott Gediman.

Carol Johnson asked the board if a representative from Aramark will hold a seat on the tourism board. Terry Selk confirmed he is in constant dialogue with Aramark representatives at this time. A specific representative has not been chosen at this time.

- **Fairgrounds Funding Update:** Brian Bullis presented the board with information regarding the county fair funding status. The last four years, funding has been next to none by state officials. At the end of 2017, the fairgrounds will have used any and all reserves available. Brian will be addressing the board of supervisors at the next Tuesday meeting to request county to fund the Mariposa County Fair. If funding does not happen there eventually be no fair.

Brian is looking into many upcoming events to provide income for the fairgrounds. The newest event will be on June 2-6, 2016, the Untz Festival a rock-n-roll show. Any ideas are welcomed. The bureau staff offered any video or photography for promotion or fundraising needs.

- **Yosemite.com/Website Update:** Terry Selk informed the board of MCAG's decline of the bureau's offer to purchase Yosemite.com. MCAG has given written authorization to the bureau full access to the bureau to run Yosemite.com as solely a Mariposa County site. An amended contract with support language stating such will be prepared for all parties to sign.
- **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.
- **Treasurer's Report:** Terry Selk reviewed the bureau's budget and Yosemite.com's budget to date. Both financials reflect being on track with the budgeted figures for 2015-2016. Yosemite.com advertising has been put on hold until website merger is complete.

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

2016-2017 Budget Review: In the effort of time, Terry Selk asked the board to review the enclosed proposed 2016-2017 budget on their own time. If any questions or concerns needed to be addressed, Terry requested the board to contact him via telephone or email. This item will be revisited in the next marketing committee meeting and board meeting.

- **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.

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
APRIL 4, 2016
1:30 pm**

➤ **ACTION MATTERS, REGULAR AGENDA**

- **Approval of Minutes:** Minutes for the January 20, 2016 Regular Meeting and the February 17, 2016 Special Meeting were approved by the board. Brian Bullis made the motion, Donna Nassar seconded and all were in favor with none opposed.
- **Consideration of Augustine Ideas Commission Increase:** Terry Selk asked the board to approve the 1% commission increase for the ad agency, Augustine Ideas. The current commission percentage is at 7%. The industry standard is at 15%. Paul Ratchford motioned for the board to approve this 1% increase to 8% with a provision the commission percentage to remain in place for a two-year period. Donna Nassar seconded and all were in favor with none opposed.
- **Decision on Proposed Tourism Bureau Funding Model Change with County:** The board directed staff to continue working on an alternative funding model based on a percentage average of the previous three years TOT collections.
- **Nominations to fill vacant seats on Marketing Committee and Board of Directors:** Terry Selk requested for the vacant seats on the marketing committee and the board of directors to be filled. The board has two available seats and would like to nominate the first seat to be held for the Aramark representative assigned to Yosemite National Park. The second seat to be held by the Mariposa County Chamber of Commerce Director, Dane Carlson. The marketing committee seat to be held for the Aramark representative assigned to Yosemite National Park. Brian Bullis made the motion, Paul Ratchford seconded and all were in favor with none opposed.
- **Evaluation of Bureau's Official Position on the County Economic Development Strategic Plan:** Terry Selk asked the board to complete the questionnaire and send back to him via email. He will then compile the responses and send the bureau's position to Tara Schiff.

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

➤ **COMMENTS FROM BOARD AND STAFF:**

Brian Bullis resigned from his position on the board at the end of the meeting. Terry Selk presented Brian with a plaque for his dedication to service and wished him well in his endeavors.

➤ **ADJOURNMENT:**

Kevin Shelton called the meeting adjourned at 4:52 pm.

➤ **ANNOUNCEMENTS:**

Next B.O.D. Meeting is scheduled for May 19, 2016. Email reminders will go out to the board.