

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
May 26, 2016
1:30 pm**

Directors Present:

Kevin Shelton
Donna Nassar
Barbara Robinson
Paul Ratchford
Douglas Shaw
Dane Carlson
Donna Davis
Sara Zahn
MaryAnn Huff

YMCTB Staff Members Present:

Terry Selk
Julie Hadzega
Windy Gonzalez
Noel Morrison
Damian Riley

Advisors Present:

Roger Biery
Merlin Jones
Kevin Cann
Candy O'Donnell-Browne

Visitors:

Richard Harmon – Townsend Public Affairs
Victoria Imrie – Yosemite Ziplines & Adventure Ranch

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at 1:33 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 of the Top Deck Dinner FAM event happening on June 6th at the Yosemite Ziplines and Adventure Ranch. Members of the board are invited to join. If interested, please contact the staff to RSVP your attendance.

Kevin Shelton announced the annual Sausage & Suds event is on June 25th and tickets are still available. The committee for this event is looking for silent auction items to raise funds to save the fairgrounds. Merlin Jones commented that the Board of Supervisors will not let the fairgrounds close.

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Dane Carlson stated the new signage at the Mariposa County Chamber of Commerce and visitor center building was completed last night. The bottom portion of the structure is for banners or signs to be hung announcing upcoming events in Mariposa County.

➤ **INFORMATION AND PRESENTATION MATTERS**

- **Townsend Public Affairs Report:** Richard Harmon reviewed the Townsend Public Affairs handout within the packet and requested any further questions or concerns be addressed to him or to Terry Selk via telephone or email.
- **Yosemite National Park Update:** Kevin Shelton gave an update on the Park in absence of Scott Gediman. Crowds are expected this weekend and the Arch Rock Entrance will change lanes to three going in and one going out in order to reduce the wait time to enter the Park.
- **Yosemite.com/Website Update:** Noel Morrison updated the board on phase one which has been launched, but phase two for the advertising will be at a later date. She requested that all lodging partners review the website and verify information is accurate and links are working properly. Advertisers will receive analytics.
- **Treasurer's Report:** Douglas Shaw reviewed the YMCTB budget and the Yosemite.com budget to date. Both financials reflect being on track with the budgeted figures for 2015-2016. Yosemite.com advertising remains on hold until phase two of the website 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 need to be addressed, Terry requested the board contact him via telephone or email. This item will be revisited in the next marketing committee meeting and board meeting.
- **County Funding and TBID Status Report:** Terry Selk requested the board's attendance at his presentation to the Board of Supervisors on Tuesday, June 14th, 2016. He will be presenting the bureau's future funding formula.
- **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.

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➤ **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.

➤ **ADJOURNMENT/CLOSED SESSION:** The board adjourned the public portion of the meeting at approximately 4:45 pm to conclude the meeting in closed session for personnel matters.

➤ **COMMENTS FROM BOARD AND STAFF:**
None.