

**YOSEMITE / MARIPOSA COUNTY TOURISM BUREAU  
BOARD OF DIRECTORS QUARTERLY MEETING –  
Mariposa County Board of Supervisors Chambers  
5100 Bullion Street, Mariposa, CA 95338  
A G E N D A**

**Wednesday, March 27, 2013**

**2:00 PM**

**OPEN SESSION**

**CALL TO ORDER**

**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.

**INFORMATION AND PRESENTATION MATTERS**

Treasurer's Report

Yosemite.com Update

TBID Renewal Update

YMCTB Bylaws

YMCTB Update on Back Up Storage

YMCTB Financial Accounts Update

Marketing Updates & Discussion

New Catalyst Account Director Introduction

Black Diamond/UK Representation Firm Presentation

**ACTION MATTERS, REGULAR AGENDA**

APPROVAL OF MINUTES FROM REGULAR MEETING JANUARY 17<sup>TH</sup>, 2013

NOMINATION OF SCOTT GEDIMAN AS REPLACEMENT BOARD ADVISOR FOR DONNA SISSON AND CHAMBER OF COMMERCE PRESIDENT MARY BASS FOR BOARD MEMBER

TOWNSEND PUBLIC AFFAIRS RETAINER FUNDING

AUTHORIZATION FOR BUREAU RESPONSE TO NPS REGARDING DRAFT MERCED RIVER PLAN

POSSIBLE AUTHORIZATION FOR BUREAU RESPONSE TO PROPOSED TOT INCREASE

**COMMENTS FROM BOARD AND STAFF**

**ADJOURNMENT** - Next B.O.D. Meeting is scheduled for Thursday, August 15, 2013 @ 1:30 PM at the Mariposa County Board of Supervisors Chambers.