

**YOSEMITE / MARIPOSA COUNTY TOURISM BUREAU
MARKETING COMMITTEE MEETING
Board of Supervisors Chambers and/or
Teleconference Call
888-808-6929
Access Code: 3187756
(Agenda must be posted outside of room where call is taking place if attending by Conference Call.)**

Thursday, March 27, 2014

A G E N D A

1:30 PM

➤ **CALL TO ORDER FOR OPEN SESSION**

➤ **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 Committee on matters not on the regular agenda. Brown Act regulations restrict the Committee from taking action on any subject presented that is not on the agenda.

➤ **INFORMATION AND PRESENTATION MATTERS**

- Advertising RFP
- National Parks IMAX Film
- AMGEN Tour of CA
- Gathering of Spirit Film
- Corporate Partner Development
- Marketing Plan and Budget 2014-15
- Yosemite.com
- YosemiteExperience.com
- National Tourism Week
- California Cup Golf Invitational
- Other

➤ **ACTION MATTERS, REGULAR AGENDA**

- Approval of Marketing Minutes from December 19, 2013
- Corporate Partner Placement on Website
- AMGEN Tour
- Advertising RFP
- Marketing Plan and Budget

➤ **COMMENTS FROM COMMITTEE AND STAFF**

➤ **ADJOURNMENT**- Next Marketing Committee Meeting: TBD