

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
January 22, 2015
1:30 pm**

Directors Present:

Dan Jensen (Delaware North and Chairman)
Jonathan Farrington (Delaware North and Vice Chairman)
Kevin Shelton – (Yosemite Resorts)
Brian Bullis – (Fairgrounds)
Douglas Shaw- (Yosemite Bug and Treasurer)
Mary Ann Huff – (North County Representative)
Barbara Robinson – (Indian Peak Ranch and Secretary)
Sara Zahn-(Hotel Jeffery Hotel and North County Visitor Center)
Donna Davis-(The Redwoods in Yosemite)

YMCTB Staff Members Present:

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

Advisors Present:

Roger Biery
Candy O'Donnel-Browne

Visitors Present:

Carol Johnson
Damien Riley
Teresa Williams

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at 1:30 pm by Dan Jensen.

➤ **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.

Terry Selk congratulated Damian Riley for being appointed the new Mariposa County Chamber of Commerce Director.

Terry Selk also announced the Little Ahwahnee Inn received a Trip Advisor award for Best B&B/ Top Customer Service. This award was given to the top 25 B&B's in the entire country.

Damien Riley introduced himself to the board.

Teresa Williams introduced herself to the board.

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➤ **INFORMATION AND PRESENTATION MATTERS**

- **Yosemite National Park Update** - Dan Jensen verified that Badger Pass did temporarily close on Monday, January 19th. If a future storm brings in enough snow and meets the required level for skiing, it will reopen.

Parks Service announced in the Fresno Bee today, January 15th, that multiple bids were received for the concessioner contract. Dan Jensen explained this bidding process that the National Park Service must take and their announcement of the concessioner contract winner will be approximately July 2015. Contract will be for 15 years.

- **Hotel Jeffery Update** - Sara Zahn gave an update as to the fire damaged to the Hotel Jeffery on November 12th, 2014. Approximately only a quarter of the building was lost in the fire and the remainder portion of the hotel received water damage to contain and extinguish the fire. Restoration has started but insurance funds have not been received to date. Sara gave a brief overview of the plans to renovate the Hotel Jeffery and is looking forward to the finished project.

Insurance will cover approximately half the cost to rebuild and fundraisers will be done to raise the remainder costs. May 30th, 2015 will be the first fundraiser event by hosting a Tri Tip Dinner and auction in the Coulterville Park. Tickets purchased and auction items are needed for this fundraiser to be a success. Each ticket is \$20.00. Mariam Jones is the contact for further information or to donate to the auction. You may reach Mariam at 209-878-3158.

A flyer and letter were passed out to the board with all of the information.

Ferguson Communications Update - Noel Morrison presented a photo of the new structure, explained that the trucks removing debris will not be coming thru the town of Mariposa, pilot cars will be used instead of the existing light system, rock removal to start approximately on March 3rd and an estimated finish date of 3 years. YMCTB to take a leadership role with Caltrans and to focus on a positive outreach to the community and beyond.

A copy of the PowerPoint presentation can be obtained by contacting the bureau.

- **Treasurer's Report** – Douglas Shaw gave an overview of the bureau's budget to date. Income has gone up greatly compared to this time last year; with notation that at this time last year we were facing a government shutdown and a fire. Jonathan Farrington inquired if all advertising/marketing funds were being spent according to the approved budget. Terry Selk will provide a year to date spend on advertising/marketing with an estimated spend by Augustines for the coming months to verify all approved budgeted funds will be spent. Donna Davis inquired about the Co-op programs and how they are comparing to last year's co-ops. Julie Hadzega confirmed this year's co-ops are comparable to last year's co-ops.

A copy of the bureau's budget is in the bureau's office for review upon request.

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Douglas Shaw also gave an overview of the Yosemite.com budget to date. Although the expenses outweigh the income, he thanked Julie Hadzega for her hard work on improving the sales and showing an increase to the income significantly. The Yosemite.com budget is on a cash basis from January to December and feels this budget will need a harder look in the coming months. Also the taxes for Yosemite.com were noted to be filed year to date; however, previous years (2012 & 2013) were not and have since been filed. A fine of approximately \$7,800.00 will be due if all fees are not waived or reduced by the IRS. The state taxes were filed with fees of \$2374.00.

The Board of Directors instructed staff to develop a plan for consideration to increase advertising/marketing to be spent in an effort to boost spring, summer and fall/winter 2015/16 bookings.

A copy of the Yosemite.com budget is in the bureau's office for review upon request.

- **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.
- **TOT/TBID Update** – Terry Selk updated the board as to status of the TOT/TBID numbers to date. Year to year comparison shows the county is up approximately \$700,000.00.

Copy of County TOT/TBID Report can be obtained by contacting the bureau directly.

- **Advertising/Marketing Update** – Terry Selk provided a brief overview of the marketing update provided within the board's packet. Any questions or concerns may be addressed to Terry Selk via telephone or email.

➤ **ACTION MATTERS, REGULAR AGENDA**

- **Approval of Minutes** – Approval of Meeting Minutes for October 16, 2014 and Special Meeting for December 2, 2014 were approved by the board. Kevin Shelton motioned for minutes to be approved, Brian Bullis second the motion, and all were in favor with none opposed.
- **Approval of Recommendation from Marketing Committee** – The board approved an ad hoc committee to hire a Sales/Web Coordinator for Yosemite.com. This ad hoc committee will consist of the following board members: Dan Jensen, Jonathan Farrington, Douglas Shaw, Roger Biery and Terry Selk. The individual or agency assigned this position will not exceed a salary of \$22.00 per hour, 20% commission and would be offered employee benefits if said position is an individual. Jonathan Farrington motioned for the board to approve said position and stipulations as stated above, Mary Ann Huff second the motion, and all were in favor with none opposed.

➤ **COMMENTS FROM BOARD AND STAFF**

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- Roger Biery informed the board of the new route added to the YARTS system. Starting in June 2015, YARTS will serve the Highway 41 corridor from Fresno. This route to take approximately 4 hours with multiple stops.

Roger Biery stated that the Hazel Green owner, Lou Gieser has set aside 10 million dollars for road construction. Hazel Green is a 160 acre parcel with the potential to become a hotel/conference center in the future. Also, the Silver Tip area in Fish Camp has met the 33 conditions to start grading.

He also is moving forward with the feasibility study since the new board of supervisors is in their respective positions. Roger Biery will be planning to go before the county supervisors within a few months to request funding of the feasibility study.

Lastly, Roger asked the members of the board to read an email he sent to the board and staff. He feels it is a good read due to the focus on why it is “a good idea” to fund tourism bureaus and destination marketing.

- Terry Selk informed the board he had a positive meeting with Marshall Long and has a scheduled meeting next week with Rosemarie Smallcombe.

The National Park Service has granted the Yosemite Gateway Partners another \$25,000 for the development of a gateway traffic mitigation plan during the summer. The gateways will be working with Augustines to come up with a feasible program to benefit all gateways.

The bureau’s membership with San Francisco Travel brought an additional benefit for our lodging partners to advertise on their website for \$350.00.

Terry Selk congratulated Douglas Shaw for the Yosemite Bug Rustic Mountain Resort winning the Business of the Year for 2014. The Mariposa County Chamber of Commerce will be recognizing Douglas and other winners tonight during an installment dinner in their honor at the Mariposa County Fairgrounds.

➤ **ADJOURNMENT**

Meeting was adjourned at 3:44pm by Dan Jensen

➤ **ANNOUNCEMENTS:**

Next B.O.D. Meeting will be Thursday, March 19, 2015 at 1:30 PM at the Board of Supervisors Chambers. Reminders will be sent out via email.