

**Yosemite/Mariposa County Tourism Bureau  
Board of Directors Meeting Minutes  
March 19, 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)  
Barbara Robinson – (Indian Peak Ranch and Secretary)  
Donna Davis-(The Redwoods in Yosemite)  
Donna Nassar-(B&B's)

**Directors by Teleconference:**

Mary Ann Huff – (North County Representative)  
Sara Zahn-(Hotel Jeffery Hotel and North County Visitor Center)

**YMCTB Staff Members Present:**

Terry Selk – Executive Director  
Julie Hadzega – Marketing Coordinator  
Windy Gonzalez – Administrative Assistant

**Advisors Present:**

Roger Biery  
Merlin Jones

**Visitors Present:**

Damian Riley

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at approximately 1:35 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.

Roger Biery announced regrets from Kevin Cann could not attend this meeting due to a meeting in Sacramento, CA.

Brian Bullis invited the board to the Friends of the Fairgrounds Coffee and Desert Social on Thursday, April 16<sup>th</sup>, 2015 at 5:30 PM. The Fair Board, Friends of the Fairgrounds Board and the public will be discussing the status and any updates with regards to the fairgrounds budget and funding.

**Yosemite/Mariposa County Tourism Bureau**  
**Board of Directors Meeting Minutes**  
**March 19, 2015**  
**1:30 pm**

Jonathan Farrington has resigned from Delaware North as of March 25<sup>th</sup>, 2015. He will become the General Manger for the Harris Beef Ranch Company. Terry Selk presented Jonathan with an appreciation of service plaque for his years of service to the Tourism Bureau and Mariposa County.

Donna Davis happily announced the completion of the new conference facilities at The Redwoods in Yosemite. Donna invited the board to the open house on April 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup>, 2015.

➤ **INFORMATION AND PRESENTATION MATTERS**

- **Yosemite National Park Update** – Dan Jensen gave the board a quick overview of things happening within the park to date. Two parties have bid on the concessioners; Delaware North and Aramark. An announcement as to which bidder has won the bid is expected to be late spring.

No snow in the park; however road closures are still in place due to staffing. An open date of these closures has not been announced.

Subaru and the National Park Conservation Association have been in the park all week. Subaru is one of five official sponsors for the National Park Sentinel giving approximately 5 million dollars to the National Park Foundation that is the fundraising arm of the National Park Service. Subaru has a plant in Indiana that has a zero waste manufacturing process and has an interest in sponsoring the National Parks due to the belief that the Subaru buyer is a person who visits the National Parks. Subaru has cutting edge environmental initiatives.

In the coming weeks several kick off activities will begin for the National Park Centennial; first being “Find your park”. Marketing opportunities to come to those who wish to participate.

Rush Creek Opening was yesterday for the groundbreaking project. Jerry Fisher was praised for his hard work in helping attain the funding and lending for this project. The completion date is scheduled for 2016 and reservations will start taking place this June or July for next year accommodations. This will be a first class rustic lodge featuring approximately 143 rooms.

- **Ferguson Communications Update** - Terry Selk updated the board as to the kick off event that was last Friday, 3-13-15.

- **Treasurer’s Report** –

YMCTB - Douglas Shaw gave an overview of the bureau’s budget to date. The budget to date is 1.1 million over last year for Transient Occupancy Tax (TOT). Douglas feels this increase will help the lodging partners to focus their marketing dollars elsewhere due to

**Yosemite/Mariposa County Tourism Bureau**  
**Board of Directors Meeting Minutes**  
**March 19, 2015**  
**1:30 pm**

the bureau's current marketing plan and budget. Merlin Jones stated to the board that many of the county supervisors understand the job the bureau is doing and appreciate it greatly. Donna Davis recognized the bureau's efforts with international travel agents; her lodging facility has more than doubled for January/February when compared to 2014. She congratulated Terry Selk for his referrals, knowledge and education that he is sharing worldwide.

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

Yosemite.com - Douglas Shaw also gave an overview of the Yosemite.com budget to date. The advertising income has been on a steady increase due to Julie Hadzega's efforts in maintaining existing advertisers and gaining new advertisers. Barbara Robinson reported she is now receiving hits for her lodging property from Yosemite.com. Barbara also asked the staff as to the status of the IRS penalties and Windy Gonzalez stated she is working with the accountant as to the status.

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.
- **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 January 22, 2015 were approved by the board. Kevin Shelton motioned for minutes to be approved, Donna Davis second the motion, and all were in favor with none opposed.
- **Approval of Marketing Committee Recommendations** – Terry Selk recommended an additional incremental amount to be spent for future marketing. Board agreed to spend an additional \$500,000 to be broken down into \$300,000 locally and \$200,000 internationally. This additional expenditure would take place over the next 12 to 18 months. Kevin Shelton motioned for the additional expenditure as mentioned above, Barbara Robinson second the motion, and all were in favor with none opposed.
- **Approval of additional member to Board of Directors** – In replacement of the Mariposa County Chamber of Commerce board seat, Terry Selk asked the board to accept his nomination of Damian Riley, the new CEO of the Mariposa County Chamber of Commerce. Kevin Shelton motioned for the approval of the nomination, Donna Davis second the motion, and all were in favor with none opposed.

**Yosemite/Mariposa County Tourism Bureau  
Board of Directors Meeting Minutes  
March 19, 2015  
1:30 pm**

- **Approval of Economic Development Corporation (EDC) partial funding for a feasibility study for a hotel and conference center** – Roger Biery asked the board for \$20,000 to help fund a feasibility study for a hotel and conference center. Douglas Shaw motioned for the above-mentioned funding, and Kevin Shelton second the motion.

After much discussion, an amendment to the motion was proposed to fund the study in the amount of \$20,000 contingent upon \$100,000 of funding being restored to the Tourism Bureau by the county. Kevin Shelton motioned for the amendment, Barbara Robinson second the motion and a vote was taken as follows with a favorable outcome.

Dan Jensen – to vote only in case of a tie  
Jonathan Farrington – No  
Kevin Shelton - Yes  
Brain Bullis – Yes  
Douglas Shaw – No  
Barbara Robinson – Yes  
Donna Davis – absent  
Donna Nassar – No  
Mary Ann Huff –abstained  
Sara Zahn – Yes

Based on the above amendment, a vote on the motion was taken and all were in favor with none opposed.

➤ **COMMENTS FROM BOARD AND STAFF**

- MaryAnn Huff reminded the board of the fundraising event for the Hotel Jeffery on Saturday, May 30, 2015 starting at 3 PM.
- Merlin Jones attended a meeting last week in Tuolumne County for the Hazel Green Project and at this point it has a 90% chance of moving forward. Merlin will keep the board posted as to updates.

➤ **ADJOURNMENT**

Meeting was adjourned at approximately 3:10 pm by Dan Jensen.

➤ **ANNOUNCEMENTS:**

Next B.O.D. Meeting will be Thursday, May 21, 2015 at 1:30 PM at the Board of Supervisors Chambers. Reminders will be sent out via email.