

**Yosemite/Mariposa County Tourism Bureau  
Board of Directors Meeting Minutes  
October 17, 2013  
1:30 pm**

**Directors Present:**

Kevin Shelton – (Yosemite Resorts) - Vice President  
Brian Bullis – (Fairgrounds)  
Jonathan Farrington – (DNC Parks and Resorts)  
Douglas Shaw- (Yosemite Bug)  
Mary Ann Huff – (North County/John Muir Geo Tourism)  
Barbara Robinson – (Indian Peak Ranch)  
Donna Davis – (The Redwoods)  
Donna Nassar – (B & B's)  
Sara Zahn – (Jeffery Hotel)  
Kathy McCorry – (Mariposa County Chamber of Commerce)

**YMCTB Staff Members Present:**

Terry Selk – Executive Director  
Windy Gonzalez – Administrative Assistant

**Advisors Present:**

Roger Biery

**Visitors Present:**

Digital Gear: John Chua, James Navarro, Corey Lewis and Cristina Robinson

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at 1:33 pm by Jonathan Farrington

➤ **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.

Public comments were not presented to the Board.

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➤ **INFORMATION AND PRESENTATION MATTERS**

1. YNP Closure Update: Jonathan Farrington discussed the opening of the National Parks. All National Parks within California were opened back up at 8:30 PM on Oct. 16, 2013. Roger Biery requested for stats relating to the closure and how it truly impacted Mariposa County. Kathy McCorry from the Chamber of Commerce confirmed her office would be working on those stats. The Bureau's next step is to focus on press releases to our International Offices, Trip Advisor and Websites to promote Yosemite/Mariposa County.
2. Digital Gear Update on Yosemite.com and YosemiteExperience.com: Each website was presented to the board as to the current status, look and feel of each site. Estimated date for launching new websites is November 1, 2013. Digital Gear answered questions and comments raised by the board. The devlink will be sent out to all board members for review of each site. Any corrections or suggestions will need to be forwarded to Julie or Windy at the bureau.
3. Treasurer's Report: Douglas Shaw presented the Treasurer's Report. Accounting codes and budget are right on target. Terry Selk informed the board that the Auditor's Report was presented to the County Auditor and received excellent reviews again for the presentation and organization of the report. A copy of this report is in the bureau's office for review at any time.
4. Marketing Update: Terry Selk reviewed and informed the board of upcoming marketing activities for the next two quarters.
5. Draft of Annual Report: Terry Selk presented the draft copy of the annual report. The cost of printing a formal copy was extremely high, so a digital version will be available and emailed to the board, lodging partners, county supervisors and public upon requests. The annual report will also be available for review on our website.

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➤ **ACTION MATTERS, REGULAR AGENDA**

1. Approval of Minutes: The Annual Meeting Minutes for August 21, 2013 were approved. Brian Bullis motioned for the Board to Approve Meeting Minutes, Donna Nassar second and all were in favor with none opposed.
2. Bylaws: The Yosemite/Mariposa County Bylaws were approved by the Board as of Oct. 17, 2013. Kevin Shelton motioned for the approval, Douglas Shaw second and all were in favor with none opposed.
3. Visitor Center: Funding to the Visitor's Centers was approved for \$15,000.00 for operational costs as a onetime funding expenditure. Providing funds to the Visitor Centers would be reviewed annually by the Board. Brain Bullis motioned for the approval, Barbara Robinson second and all were in favor with none opposed.
4. Budget Adjustments Due to Park Closure: With the park closure, the Bureau will be submitting a letter to the County Supervisors based on a proactive approach to possible budget cuts.

During this hardship, the Bureau is prepared to assist County government in mitigating the impacts of the loss in TOT funding, starting with full participation in any across-the-board cuts that may be asked of all departments.

Also with the traditional first installment of county funding scheduled to occur in November, we could consider a delay in this payment until early 2014.

When the full extent of the shutdown is known, we will need to assess how to recover from being negatively impacted in three ways:

- 1) our share of the County's across-the-board cuts;
- 2) a reduction in TBID receipts proportional to the County's reduction in TOT receipts;
- 3) incremental advertising and marketing expenditures.

These three factors will impact our future so we may be seeking the County's assistance to provide adequate funding for increasing County revenues into the future.

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5. Office Lease: Board created an adhoc committee for the purpose of approving the Bureau's possible relocation for office space. This committee will consist of the 3 Board Members and Terry Selk. The Board Members chosen for this committee are Douglas Shaw, Barbara Robinson and Dan Jensen. The Board approved up to a 25% increase for rental expenditure. It was also suggested that the Bureau seek assistance from a local real estate agent who specializes in commercial properties. Brain Bullis motioned for the approval, Mary Ann Huff second and all were in favor with none opposed.

➤ **COMMENTS FROM BOARD AND STAFF**

Board and staff did not present comments.

➤ **MOTION TO ADJOURN:**

Meeting adjourned at 3:37 PM by Jonathan Farrington. Next B.O.D. Meeting is scheduled for Thursday, January 16, 2014 at the Board of Supervisors Chambers.