

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
June 19, 2014
1:30 pm**

Directors Present:

Dan Jensen (DNC and Chairman)
Jonathan Farrington (DNC and Vice Chairman)
Kevin Shelton – (Yosemite Resorts)
Brian Bullis – (Fairgrounds)
Douglas Shaw- (Yosemite Bug and Treasurer)
Mary Ann Huff – (North County/John Muir Geo Tourism)
Barbara Robinson – (Indian Peak Ranch and Secretary)
Donna Nassar – (B & B's)
Kathy McCorry – (Chamber of Commerce and Visitor Centers)

YMCTB Staff Members Present:

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

Advisors Present:

Roger Biery
Candy O'Donnel-Browne

Visitors Present:

Carol Johnson

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at 1:36 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.

Noel Morrison introduced herself to the board and gave a brief history of her background.

Kevin Shelton reminded the board that this coming weekend was the Sausage and Suds event at the fairgrounds. Tickets still available for those who would like to attend.

Kathy McCorry announced the Mariposa County Chamber of Commerce's Yosemite Grant Celebration for Mariposa will be next Thursday evening at the fairgrounds.

Carol Johnson stated the Mariposa County Arts Council's Dinner Theatre will be on July 5th, 2014.

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Roger Biery stated that Tara Schiff is now the Mariposa County liaison to UC Merced. UC Merced is in need of conference spaces able to hold 50-100 students and would welcome discounted rates to students during the school year on weekends.

➤ **INFORMATION AND PRESENTATION MATTERS**

Treasurer's Report – Douglas Shaw gave an overview of bureau's budget to date. A copy of the bureau's budget is in the bureau's office for review at any time.

Townsend Public Affairs Update –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.

Update on Yosemite National Park Issues – Dan Jensen gave an overview of upcoming events within the park and invited the board to participate in one or all events as their schedules permit.

Dan Jensen also discussed the concession contract for Yosemite National Park is up for renewal and the walk thru for those companies that bid will be July 16th, 17th and 18th.

Ferguson Slide Update – Cal Trans to start mid-summer for the rock removal of the Ferguson Slide, the original start date has been pushed back to July and maybe even into August. Townsend Public Affairs is also working on this matter.

Staffing Update – Noel Morrison gave an overview of her progress on Yosemite.com and YosemiteExperience.com. Dan Jensen invited Noel to meet the media team at DNC.

Move Update – Windy Gonzalez updated the board with the bureau's office move information and dates. The office is scheduled to be closed Wednesday, 6-25-14 at noon to dismantle computers and telephones with appropriate services, then on Thursday, 6-26-14 and Friday, 6-27-14 the move of office furniture and storage to take place with hired moving company. Office is scheduled to reopen on Monday, 6-30-14 in our new location at 5065 State Highway 140, Ste E, Mariposa, CA 95338.

Marketing Highlights – Terry Selk presented the board with multiple marketing updates representing the bureau's efforts. Please refer to handout.

Sustainable Tourism Conference – Jonathan Farrington presented the board a handout representing the Yosemite Gateway Partners' Yosemite Sustainability Conference. Date of the conference will be December 8th-10th, 2014.

➤ **ACTION MATTERS, REGULAR AGENDA**

Approval of Minutes – Approval of regular meeting minutes for April 3, 2013 were approved by the board. Mary Ann Huff motioned for the approval, Brian Bullis second the motion, and all were in favor with none opposed.

Budget for 2014-2015 - Terry Selk asked the board to approve the 2014-2015 budget as presented at the BOD Meeting on June 19th, 2014. It was also noted that the County Contract has not been

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approved to date for the 2014-2015 contract. Jonathan Farrington suggested that the board adjust the Public Relations line item from \$30,000.00 to \$60,000.00, leave the marketing line items pending as a total of \$600,000.00 until ad agency has been determined thru the RFP process and to transfer contingency funds in the amount of \$200,000.00 from the Insured Cash Sweep (ICS) account to the YMCTB general account. Kevin Shelton motioned for the 2014-2015 budget to be adjusted as Jonathan Farrington suggested with the understanding that line items within the budget may need changes as necessary as we progress into 2014-2015, Jonathan Farrington second the motion, and all were in favor with none opposed.

Determination of YMCTB position on potential TOT increase –Terry Selk presented the board with a letter addressed to the Mariposa County Board of Supervisors with regards to the YMCTB’s position on the TOT increase. With extensive discussion the board approved the letter and requested Terry Selk to submit to the Board of Supervisors. Donna Nassar motioned for Terry Selk’s signature on the formal letter to the Mariposa County Board of Supervisors in reference to the YMCTB board’s stance on the TOT issue, Jonathan Farrington second the motion and all were in support except for Kathy McCorry due to her position with the YMCTB and the Mariposa County Chamber of Commerce. She would like to present YMCTB’s decision to the Mariposa County Chamber of Commerce Board before determining her vote.

Determination of Feasibility Study for Conference Center/Hotel - YMCTB board decided not to take action on this matter until later date.

➤ **COMMENTS FROM BOARD AND STAFF**

Dan Jensen stated to the board that next BOD Meeting for the Board will be the Annual Meeting with Election of Officers and Board Seats to be considered. Dan will be contacting those up for renewal or election individually.

➤ **MOTION TO ADJOURN:**

Meeting adjourned at 5:12 PM by Dan Jensen.

➤ **ANNOUNCEMENTS:**

Next B.O.D. Meeting will be our Annual BOD Meeting on Thursday, August 21st, 2014 at 1:30 PM at the Board of Supervisors Chambers. Reminders will be sent out via email.