

Yosemite/Mariposa Tourism Bureau Minutes
Annual\General Meeting
August 19, 2010
Mariposa County Public Library, Meeting Room
4978 10th Street, Mariposa, CA 95338

Meeting called to order by Dan Jensen @ 1:35 p.m.

Board Members Present:

Donna Brownell, (Art Council)
Brian Bullis (Fairgrounds), Treasurer
Jonathan Farrington (Tenaya Lodge)
Marilyn Griswold (Redwoods)
MaryAnn Huff (Chamber of Commerce)
Dan Jensen, (DNC), President
Donna Nassar (B&B's Secretary)
CherylAnn Schimmelfenning (Hotel Jeffery)
Doug Shaw (Yosemite Bug)
Kevin Shelton (Yosemite Resorts) Vice President

Excused Board Members:

David Gloor (Mariposa Lodge)

Ex-Officio Members Present:

Roger Biery
Candy O'Donnel-Browne
Marilyn Liddyoff

Absent Ex-Officio Members:

Theresa Castaldi (Coyote Springs Ranch)

Staff:

Jeffery Hentz
Kristine Showalter
Lana Luczy

Visitors:

Larry Donaldson - Cota Law Firm
Donna Davis - The Redwoods
Kris Casto - Mt. Bullion Winery
Janetta Phillips
Charlie Phillips
Peter Schimmelfenning - Chamber of Commerce
Bob Kershner
Glen Robinson
Debra Rockwood

Public Comments:

Bob Kershner and Glen Robinson talked about kicking off the Superbowl to be held on November 5th & 6th. Kershner indicated that last year's Superbowl drew over 5,500 attendees and filled up over 400 rooms in Mariposa County. Kershner commented that the "Superbowl" is good for our County and he is expecting even more attendees this year.

There were no other public comments.

➤ **Action Matters**

1. **APPROVAL OF MINUTES -**

The following items were corrected: The word "magazine" on page 3, item "l" was omitted, and meeting was adjourned at approximately 5:00 p.m. Jensen then asked for a motion to approve the minutes of 5-5-10, a motion was made by Shelton and seconded by Bullis, the motion was passed unanimously.

2. TREASURER REPORT -

Jensen asked for a motion to approve the treasurer report(s), a motion was made was made by Farrington, and seconded by Brownell, the motion was passed unanimously.

3. PROPOSED CHANGE TO THE BYLAWS - ATTENDANCE CLAUSE

A discussion was held regarding unexcused absences for BOD Members. It was decided by the BOD to change the current attendance clause in the bylaws from three (3) unexcused absences to two (2) unexcused absences. Jensen asked for a motion to approve the change to the bylaws, a motion was made by Shelton and seconded by Schimmelfenning, motion was passed unanimously.

4. HISTORIC DOWNTOWN B.O.D. REQUEST - Hentz presented a letter from Janetta Phillips for discussion. Phillips represents the Mariposa Historical Downtown Association. Phillips indicated that she felt the merchants were being left out and not being represented well enough. Hentz asked for comments, and asked if we need another advisory member. Jensen indicated that we do not have any designated seats at the present time. It was discussed that names could be submitted for an advisory member and the board could review it. Participation was also encouraged and that only one (1) additional person would be considered.

5. RESIGNATION OF YMCTB B.O.D. MEMBER MARYILN GRISWOLD - The Board of Directors accepted Griswold's resignation.

6. YMCTB ANNUAL ELECTIONS: DIRECTORS & ADVISORS OFFICERS:

A discussion regarding David Gloor's BOD seat was held. It was decided his seat was not eligible to be voted on? Gloor's seat is up for review as he is up for expiration. Jensen stated Gloor's BOD seat is now open. Hentz will follow-up with Gloor. Jensen stated that Griswold seat is now also open.

More discussion was held about the two (2) lost lodging members. (Gloor & Griswold). Jensen asked if there were any names to consider for nomination. Farrington named Donna Davis, Huff named Tina Craig. Biery named Donna Sisson for an Advisor from YNP.

President: Dan Jensen: Nominated by Brownell, seconded by Huff. Motion passed.

Vice President: Kevin Shelton, motioned by Brownell, seconded by Bullis. Motion passed.

Treasurer: Donna Nassar, motioned by Brownell, seconded by Bullis, motion passed.

Secretary: Donna Nassar motioned by Brownell, seconded by Bullis, motion passed.

Board Member: Donna Davis, motioned by Brownell, seconded by Shelton, motion passed.

Advisor: Donna Sisson, recommended by Biery, motioned by Brownell, seconded by Shelton, motion passed.

All installation of Officers is completed.

7. YMCTB COMMITTEE UPDATES:

Finance Committee: Hentz, Brownell and Biery discussed that the reserves should be left at 250K, which would leave 250k for operating budget 2010-2011 split over the next two (2) years. Biery commented that 125k future is still in reserves which would be allocated to spend this year. Hentz recommended we keep to this plan as we should not commit to some items, and it would be best to split over the next two (2) years. Jensen asked if this was a voting item. Hentz indicated that this would be approved in the budget section.

Executive\Strategic Planning Committee:

Hentz advised the Board to look over the revenue opportunities. Hentz expressed that he wanted more money and we need to find additional sources of revenue, such as memberships, websites, advertising, etc. Biery explained the opportunity for renting the use of the Yosemite.com domain name and that the current owners would still own the domain, but that we could have the first option to purchase it, if they decided to sell it. Biery expressed it could bring as much as 100k per year after expenses. A discussion was held about lead generation, how much the cost of the site would be, how it would be used and how many visitors it could generate, maintenance, and what the contract would entail. Biery indicated that the terms sounded good, but due diligence would be necessary. Donaldson cautioned the Board to make correct contracts with regards to the Bylaws.

A letter was passed out to the BOD to submit to the BOS regarding why YMCTB needs to receive full funding for the bureau. This letter was a formal request from Supervisor Cann to present to the BOS at the budget hearing meetings. The letter was signed by the present board members, and the letter would be submitted to Supervisor Cann.

Marketing Committee: Hentz indicated that no marketing alterations on the current marketing plan. Hentz then shifted to non-traditional marketing to more on-line and group marketing. Hentz also indicated he would bring on an additional person for sales. Hentz stated he would allocate about 78% to marketing, and about one third 1/3 goes to overhead. Hentz stated that he still wants to go forward with purchasing the RV.

8. YMCTB FISCAL YEAR CHANGE TO OCTOBER 1ST THRU SEPTEMBER 30TH

Hentz recommended changing the fiscal year to October 1st thru September 30th. Hentz indicated that we should consider this and thus amending the bylaws, and re-file the IRS filings and State Tax Board filings. Hentz indicated that Accountant, Eric Oster advised that a 3 month tax filing would be necessary and the cost would be approximately \$1,200.00 to change the fiscal year. Biery asked if the fiscal year could be changed at any time. Jensen said it could. The board considered waiting until after the County budget hearing meetings and then YMCTB would know for sure how much it will receive for funding. Jensen suggested “tabling” the issue until a later date. The board agreed.

9. TENTATIVE 2010-2011 BUDGET APPROVAL:

Hentz lead a line by line discussion on the tentative 2010-2011 budget. Line items that were changed included: Adding another line for 75k as the contingency fund, (co-op costs recovered) making the operating budget 1.7 million. The name “contingency” was requested

to be renamed to “marketing development”. Travel trade to 60k. Yosemite website(s) was increased to 114k. Jensen confirmed with the budget changes, the final budget a total of 1.7 million. Additional discussion was held regarding what percentage of pay increases and bonuses would go to staff. Farrington requested a pay-scale and Jensen indicated they could discuss the new salesperson position. Hentz indicated that the salesperson would be on board by October 1st, 2010. A motion to approve the Tentative 2010-2011 Budget was made by Farrington, seconded by Bullis, the motion was passed unanimously.

10. PROPOSED 2011 B.O.D. MEETING CALENDAR:

A discussion was held regarding the 2011 B.O.D. meeting calendar. The 2011 meeting dates that were approved by the board are:

- ✓ January, 19th
- ✓ March, 23rd
- ✓ May, 18th
- ✓ August, 17th (Annual)
- ✓ October, 19th

Jensen asked for a motion to approve the dates and the motion passed unanimously.

➤ INFORMATION AND PRESENTATION MATTERS:

11. INFORMATION- YMCTB BUSINESS & LEGAL FILINGS: Hentz reported that the YMCTB Legal filings are current. (a handout is passed out regarding item #11). Hentz also indicated that the auto insurance for YMCTB employees would be updated with an umbrella policy to cover employees when driving their personal vehicles on company time. The YMCTB insurance company requires proof of a minimum of 300k coverage for each employee’s personal insurance.

Yosemite.com domain name was also discussed, and the board was excited about the possibilities and opportunities that it could bring.

12. MARKETING UPDATES AND DISCUSSION:

Hentz presented and discussed the following marketing updates:

- a. PowWow: Hentz talked about Powwow and indicated that is very successful and will be held in San Francisco this year. Hentz stated that there would be 75-80 non-stop meetings, and would include a “Post-FAM”. Hentz encouraged that stakeholders could participate.
- b. Affordable Meetings:
Hentz shared that the Affordable Meetings event for meeting planners was not as successful as he hoped it would be.
- c. John Muir Highway:
Hentz stated that the John Muir Highway grand opening event was great, and that there were 500-1,000 people in attendance.

- d. UK-European Sales Mission:
Hentz indicated that this Mission entailed 8 days with 24 tour operators and that it was good quality event. Hentz further stated that the German attendance was a little weak and that the UK was better.
- e. American Airlines Magazine:
Hentz shared that Mariposa was featured by one of the writers who attended our FAM and we received great coverage.
- f. Record TOT:
Hentz expressed that we had a record TOT year.
- g. Sales Kits:
Hentz indicated that new sales kits are in the works and will be available for destination to our VIP's, and Tour Operators.
- h. Awards:
Hentz shared that YMCTB won two (2) prestigious awards from the State:
 - 1. Best Visitor's Guide
 - 2. Best Marketing IdeaHentz further indicated that winning awards means we are doing very well, and are receiving returns for our efforts.
- i. Visiting Countries:
Hentz indicated that we are receiving many opportunities and leads from the following countries: Mexico, France, and Japan.
- j. Upcoming Events:
 - 1. SYTA: (Student Youth Travel Association): Hentz explained that we are coordinating a FAM in conjunction with the Yosemite Institute. Part of the event will include a three (3) hour event in Old Sacramento. Hentz expressed that this is a great organization.
 - 2. La Cumbre': Hentz explained that this is a Latin-American event to be held in San Diego and that 20 appointments have already been requested.
 - 3. UK Media FAM: 9-18-9-2010.
 - 4. In-Corp. Media Lunches: Media events will be held in Santa Monica, Pasadena, Thousand Oaks, Sacramento, San Francisco, and San Mateo in September and October. (Samples of the invitations were passed out).
 - 5. I.T.M.E. (The Motivation Show): Hentz explained that this is an incentive travel show where there will be hundreds of meeting planners and it will be held in Chicago in October.
 - 6. Media Blitz: A media blitz will take place in New York.
 - 7. Website: Photos of the current website were passed out.
 - 8. Vacation Planners: Hentz indicated that we are currently receiving 22,000 requests per month since March.
 - 9. Newsletter: A newsletter is in the works.

➤ COMMENTS FROM BOARD AND STAFF

There were none, and the public session ended at approximately 5:00 p.m.

➤ CLOSED SESSION:

➤ ADJOURNMENT

The meeting was adjourned at approximately 6:00 pm.

The next Board Meeting is scheduled for Wednesday, November 3, 2010 @ 2:00 pm (Mariposa County Library).