

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
August 21, 2012**

Meeting called to order by Dan Jensen at 1:41 P.M.

Board Members Present:

Dan Jensen – (DNC) –Chairman
Kevin Shelton – (Yosemite Resorts) - Vice President
Sara Zahn – (Hotel Jeffery)
Brian Bullis – (Fairgrounds)
Jonathan Farrington – (Tenaya Lodge)
Douglas Shaw- (Yosemite Bug)
MaryAnn Huff – (Chamber of Commerce)
Donna Davis (The Redwoods)

YMCTB Staff Members Present:

Terry Selk – Executive Director
Julie Hadzega – Administrative Coordinator

Ex-Officio Members Present:

Roger Biery – EDC
Candy O’Donnel-Browne

Absent Ex-Officio Members:

Donna Sisson, YNP
Marilyn Lidyoff - EDC
Kevin Cann – Board of Supervisors

Visitors Present:

Barbara Robinson – Indian Peak Ranch Vacation Home
Duane Robinson - Indian Peak Ranch Vacation Home

➤ **PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA BUT
WITHIN THE SCOPE OF THIS BOARD.**

Roger Biery made the announcement that the Mariposa County budget hearings will be starting the week of August 27th. The Tourism portion will be either Wednesday at 3:00 pm or Thursday morning at 9:00 am. It would be good to show our support.

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➤ **INFORMATION AND PRESENTATION MATTERS**

1. INTRODUCTION OF NEW EXECUTIVE DIRECTOR – Terry Selk

Dan Jensen introduced Terry Selk as the new Executive Director of YMCTB. Terry started on August 1st. The Board is very happy to have him after an exhaustive search.

Terry comes to us with years and years of experience in the tourism industry working with Visit California and most recently the Sacramento Tourism Bureau. He has a lot of experience in the international markets.

Dan asked Terry to say a few words. Terry expressed how excited he is to be here and that he has marketed Yosemite for many years. Now that he is here, he is more excited about the potential. He also spoke about the community of Mariposa and the authenticity of the town and the people. Mariposa has a huge amount of character and he feels that that will appeal to many European countries

Terry discussed some of the upcoming projects that he will be working on; establishing a formal Marketing Committee who meets on a regular basis to discuss current and ongoing marketing opportunities, operational changes to the accounting procedures and a community calendar.

2. UPDATE ON STATUS OF BID RENEWAL

Civitas is the contracted agency that has been hired to come up with a plan of attack for the BID renewal coming due on March of 2013. The plan will include presentations to the lodging partners in November. Terry's goal is to achieve the highest approval rate from the BID lodging members. A proposed timeline has been provided in meeting packet.

Dan explained the BID approval process and Roger Biery asked if the annual report that Bob Warren developed was a part of the plan. Dan explained that the TBID organization requires an annual report.

3. UPDATE ON EDC'S EFFORTS ON THE CONFERENCE CENTER

Roger explained that he had worked with Jeff in the past regarding a hotel and conference center here in Mariposa. He produced a four page document that characterized the project. He created this document to clear up the many rumors that were confusing this project with the Visitor Center project. The document is in the early stages and outlines the opportunity for a conference center and will be used for potential developers. Roger will continue his effort with Terry on this project. He also stated that he feels it will be a long term project.

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4. UPDATE OF YOSEMITE.COM

Roger announced that Yosemite.com LLC has been created. The Yosemite.com bylaws had to be modified to be consistent for the LLC. We will need to get a federal ID number and Kevin Shelton has offered to handle this on behalf of YMCTB.

Jonathan Farrington gave an operational update of the issues with the website. He was the point person for the site after Jeff left. Here are the issues that need to be addressed:

- Pricing – The Marketing Committee needs to set the rates and not the Fresno Bee. New rate cards need to be designed.
- Sales - The Sales Rep Jim Godwin has resigned and has been replaced with Phillip Gentile.
- Design – The Sales Rep is to no longer offer design services through Fresno Bee for AD's. Instead give the advertiser a list of approved vendors to use. Too many delays were happening having the design done at Fresno Bee
- Complaints – There will be a task force created to address complaints and problems.

Comments from meeting attendees regarding problems with the site.

- Doug Shaw – Never received the contracts for his Ad's
- Donna Davis – She has had problems since day one. She used an outside company for design. She said that service is an issue not sales. She doesn't have confidence with Fresno Bee. The only person that has contacted her has been Jim Godwin.
- Barbara Robinson – Yosemite.com used to bring in 15 to 35 percent of their business and has decreased since the new launch. Dealing with the sales rep was a disaster and she had to back off. It used to be by location when the 140 entrance was listed as the Arch Rock entrance therefore making it first on the list. Now it is listed by type of lodging and alpha by how much you spend on the AD. Her business has decreased to 5% from the site. Barbara stated that she was involved in Merced when the original Yosemite.com was created.
- Doug Shaw– Doug agreed that no one will argue with Barbara's concerns and that both of the websites are in need of fixing.
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- Mary Ann Huff – She received complaints from the Buck Meadows area too about loss of business due to the site change.

5. TREASURER’S REPORT

No approval needed. Dan mentioned that when Bob Warren was the interim Director that YMCTB should provide more detail as to the expenditures. Terry remarked that a more comprehensive budget and tracking is being developed.

➤ **ACTION MATTERS, REGULAR AGENDA**

1. **APPROVAL OF MINUTES** – Approval of Regular Meeting Minutes of June 20, June 26 and July 3, 2012.

Dan commented as to why there were so many minutes to approve. It was due to the Executive Director Search. The minutes were approved by Brian Bullis and seconded by Mary Ann Huff.

2. **MARKETING COMMITTEE REPORT & APPROVAL OF 2012-2013 MARKETING PLAN** – Items discussed and approved by Marketing Committee on 8-14-12

Kevin Shelton made a motion to approve The Marketing Plan of 2012-2013 and Donna Davis seconded.

Summary of topics discussed by Terry:

- Target audience - empty nesters
- Fall marketing campaign (BANG Coop Ad’s, TV, Radio)
- Will hold regular Marketing Committee meetings
- Website strategy and booking engine
- Facebook and social media newsletter
- Direct Mail
- Community Event Calendar – ideas for new events
- Yosemite Gateway Insert - Revised from last year
- Upcoming FAMS

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3. **ESTABLISH COMMITTEE ASSIGNMENTS FOR 2012/2013 YEAR** –
Reconfirmation on current committee members.

Dan said that we haven't made the best use of the committees and need to change that. We can have non-board members on the committees. The donations committee is missing from the list and needs to be added.

Kevin Shelton suggested that we have an expert of the Brown Act attend one of our future meetings. Candy explained that the ACT changes every January and most recently states that we don't have to post the meetings. We will continue to post.

4. **CONSIDER PROPOSAL TO PROVIDE 401 K PLAN FOR EMPLOYEES OF YMCTB.**

Dan approached Single Point, YMCTB outsourced Human Resources Company a year ago regarding the 401K Plan for YMCTB employees. They have come up with a plan (handouts). Dan asked for a motion to approve to offer a 401 K plan to YMCTB employees.

Jonathan Farrington motioned to approve and was seconded by Brian Bullis.

5. **SET TIME AND DATES FOR BOARD MEETINGS FOR 2013.**

It was discussed that the Board of Directors Meetings for next year should be on the third Thursday in January, March, May, August and October.

It was motioned by Brian Bullis and seconded by Doug Shaw. A list of the future meetings will be handed out at the next meeting.

- **CLOSED SESSION – Personnel Matters**

Request to promote Julie Hadzega from Administrative Coordinator to Marketing Coordinator and to hire Windy Howell Gonzalez as a full time staff member to Administrative Assistant. All in favor.

- **COMMENTS FROM BOARD AND STAFF**

- Dan announced that Bob Warren will still be on contract with YMCTB if he is needed for any assistance.
- Terry's Meet and Greet is in the planning and will happen in October.
- Need to find more Board Members and will approach Cara Croger and Kathy McCorry to attend the next meeting

- **MOTION TO ADJOURN - Next Meeting TBD**