



Yosemite Mariposa County Tourism Bureau
Board of Directors Regular Meeting Minutes
October 6, 2016
1:30 pm

Directors Present:

Kevin Shelton
Donna Davis
Douglas Shaw
Barbara Robinson

Dane Carlson
Jeff Bray
MaryAnn Huff
Donna Nassar

YMCTB Staff Members Present:

Terry Selk
Julie Hadzega

Advisors Present:

Roger Biery
Scott Gediman
Candy O'Donel-Browne

Visitors:

Robin Hopper – Superintendent of Mariposa County Unified School District

CALL TO ORDER FOR OPEN SESSION

1:40 pm

SELF INTRODUCTION BY ALL IN ATTENDANCE

Everyone made self-introductions.

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.

- **Coyote Fest 2016** - MaryAnn Huff talked about the success of this year's Coyote Fest. They received 5000 hits on the social media. Quite a few people from the Bay Area and Stockton attended. They are planning to make it a two-day event next year. Everyone is very proud and grateful.
- **Robin Hopper, Superintendent, Mariposa County Unified School District** - Robin made a presentation regarding the "Yes on Measure L" ballot initiative for the upcoming



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election. She profiled the current conditions of school facilities throughout the County and why it is important for the bond to receive support. Robin indicated that 50% of the facilities in the County are portable and at least 40 years old. Some facilities have been closed due to mold and lack of maintenance due to funding. Mariposa County is one of four counties in California that has never passed a bond initiative. She has been making presentations throughout the county to educate voters. A one page FAQ regarding Measure L was distributed.

INFORMATION AND PRESENTATION MATTERS

- **Yosemite National Park Update**

- Scott Gediman announced that Don Neubacher will retire on November 1 and will be on vacation for the rest of this month. He will be replaced for in the interim by Woody Smeck.
- Jonathan Jarvis will retire in January.
- Yosemite Park will operate as usual.
- Visitation has continued to stay high beyond peak season and Scott predicts attendance could reach the 5 million mark this year.

- **Treasurer's Report**

YMCTB

- The account balance is lower than normal due to the incremental spend execution.
- TOT is ahead of pace by about \$80,000 for the same period as last year.
- Roger asked about the cash flow- P&L – Income is 10% over from last year.
- Advertising/Marketing line items are down due to the diminished spend in summer.
- Communications expenses are up due to the website refresh investment.
- Consumer Trade/Local expense line is up due to sponsorship of the inaugural Go West Festival.
- FAM line item is up due to an exceptional number of trips hosted in the early 2016-2017 fiscal year.

Yosemite.com

- The newly designed website no longer provides the revenue generation potential it once did when operated as a separate “pay to play” design, so Terry consulted with legal who indicated the LLC with MCAG could be changed to an MOU. However,



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the fees to do so would outweigh any of the revenue generated for some time so the Board elected to keep the arrangements status quo.

Annual Report status

- Terry passed out the annual report to the group

Marketing Update

- Terry passed out Marketing Update
 - The new branding and creative was highlighted.
 - The website is continuing to draw higher visitation.
 - The mini planner translated into Chinese and Japanese.
 - The Town Map is scheduled to be updated.
 - State Capitol Display was completely overhauled and installed.
 - A partnership with FitBit has been established.
 - Terry was elected to the Board of Directors for DMO West.
 - Terry was accepted as the Chairperson for the Visit California Rural Tourism Grant Program.
 - Jonna Jinton (blogger from Sweden) visit results ended with an 83% increase in booking inquiries to Flygstolen, the tour operator sponsoring her visit, and a 500% increase in search results on Google in Sweden.
 - Terry highlighted the results of the Visit CA co-op with United Airlines.
 - Terry shared that the Bureau is now working with Yukari Fowler, a local of Japanese descent, who spends part of her time in Japan, to help advance our efforts in the country.
 - Terry conveyed that Visit CA's original television series, Dream Eater, is scheduled to profile the buffet at the Majestic Valley Lodge on October 16th.
 - Newly retained event consultant, Marianne Eitzman, has had an immediate positive impact with local event organizers, including helping the Coyote Fest record an increase in its attendance.

Townsend Public Affairs Report

No report was received in time to present.



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Review of the 2017 BOD Meeting Schedule

The 2017 Board of Directors meeting schedule was provided within the BOD packet. The dates are as follows:

Thursday, January 19, 2017
Thursday, March 23, 2017
Thursday, May 25, 2017
Thursday, August 31, 2017 (Annual BOD Meeting)
Thursday, October 26, 2017

ACTION MATTERS, REGULAR AGENDA

Approval of annual meeting minutes for August 18, 2016

Motion to approve made by Donna Davis and seconded by Jeff Bray

County funding final proposal

Terry presented seven proposal options provided by the County in considering a revised funding formula for the Tourism Bureau. After much debate, it was decided that Terry should make his final funding pitch without an option for Visitor Center funding and on a three year rolling average of 5% of collected TOT.

ADJOURNMENT/CLOSED SESSION: The Board adjourned the public portion of the meeting at approximately 4:58 pm to conclude the meeting in closed session for personnel matters.

- The Board of Directors reviewed personnel matters.

COMMENTS FROM BOARD AND STAFF:

None.