



Yosemite Mariposa County Tourism Bureau

Board of Directors Regular Meeting Minutes

May 25, 2017

1:30 pm

Directors Present:

Kevin Shelton – Yosemite Resorts
Donna Davis – The Redwoods in Yosemite
Douglas Shaw – Yosemite Bug Rustic Mountain Resort
Barbara Robinson – Indian Peak Ranch
Donna Nassar – Bed & Breakfast Association

YMCTB Staff Members Present:

Terry Selk – Executive Director
Noel Morrison – Communications Manager
Julie Hadzega – Travel Trade & Operations Manager
Carrie Kidwell – Administrative Assistant

Advisors Present:

Roger Biery – Sierra Communications
Scott Gediman – Yosemite National Park

Board Liaisons Present:

Merlin Jones – Mariposa County

Visitors:

Michael Martin – Merced River Conservation Committee
Ralph Mendershausen – Merced River Conservation Committee
Ken Boche – Yosemite Closeup Tours
Richard Harmon – Townsend Public Affairs

CALL TO ORDER FOR OPEN SESSION

1:37 pm Kevin Shelton

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.

- Roger Biery will be resigning his position on July 1, 2017.



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- Kevin Shelton is looking for a few table sponsors for the upcoming Sausage and Suds event, donations for silent auction items appreciated, please contact if you would like to be a sponsor. All proceeds go to the Fairgrounds.
- Recap on Tourism Week and identifying an individual who has worked hard behind the scenes 24/7, this year 2017 Tourism Week recognized Scott Gediman with the Tourism Champion Award.

INFORMATION AND PRESENTATION MATTERS

- **Yosemite National Park update – Scott Gediman**
 - Media was invited to the annual Search and Rescue swift water rescue training.
 - Glacier Point is open starting this weekend.
 - Tioga Pass is still closed, road crews are working diligently.
 - High Sierra camps, once the road is open, approximately a 2-4 week process to get facilities open. Due to the High Sierra camps not being open, they have had to contact all reservations through the end of June reservations to cancel, reschedule or relocate. Both NPS and Yosemite Hospitality are working together on this.
 - Half Dome Cables to be up on June 2nd 2017.
- **Visitor access improvement strategy – Scott Gediman**
 - Enhance the visitor's experience while traveling within Yosemite Valley.
 - Encourage travel within Yosemite Valley using shuttle bus from Half Dome Village.
 - Yosemite Hospitality will be selling and delivering ice, and firewood around the campgrounds in Half Dome Village, to avoid campers driving out, when not necessary.
 - Yosemite Falls parking has been revamped which will add more parking spaces, for cars and buses. New signs, visitor contact station to get them towards the old village store.
 - Continuing the strategy for visitors to avoid Yosemite Valley during peak hours.
 - Working with Yellowstone, Zion, and other larger National Parks in reference on how we can improve the visitor access.
 - Scott will email the PDF of the new map that is being handed out at the gate.
 - Working with Cal Trans to keep signs up to date properly, i.e wait times, congestion etc.
- **Keeping the Merced River wild and scenic – Ken Boche**
 - Presented to YMCTB Board by Michael Martin and Ralph Mendershausen.
 - A subcommittee of The Upper Merced Water Shed.
 - Hiking trail with the bridge on the north fork from Briceburg, trail continuing to Bagby and onward to McSwain.
 - May take 1 to 2 years regarding licensing, and permits.
 - Terry suggested that we can use Townsend Public Affairs to help with the letters that need to be written and sent to wherever, ask that Michael and Ralph start with the



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bullet points of what they envision, and we will work with Townsend and move forward from there.

- **Treasurer's report – Douglas Shaw**

- Douglas went over the treasurer's report, no questions were asked.
- There are 3 layers of checks and balances
 - Carrie is the first layer, posting checking, making a notation in Quickbooks, documenting every expenditure.
 - The second layer is the accountant, an outside certified CPA, who balances the bank statements against the books. If questions arise, she will ask.
 - The third layer, is the Treasurer, i.e Douglas. Goes through the P&L, and Balance sheet, if it doesn't look right in the sense of under or over spending, why where or what, it is asked and YMCTB proceeds with an explanation, which he then brings to the board.
 - The signing of checks for this organization requires two signatures for any checks over \$2500.00. There are 5 people in total who can sign the checks. Donna Nassar, Kevin Shelton, Douglas Shaw, Barbara Robinson, and Terry Selk.

- **Townsend Public Affairs Update - Richard Harmon**

- TPA has been working with Tourism Bureau staff and the National Parks Conservation Association on a National Level (Washington, DC) to help address the backlog on maintenance and improvement needs at Yosemite National Park.
- Continuing to work on the introduction of a House version of legislation to complement the following bill introduced in the Senate:
 - SB 751 (Warner and Portman) – The National Parks Service Legacy Act of 2017 would invest in increasing amount of funding for specific repair and rehabilitation activities at the National Parks.
- Coordinated with the Tourism Bureau to leverage its participation in the California Travel Association Winter Board Meeting in February.
- Conducted in person outreach and meetings with the local State legislative representative to further promote Tourism Bureau activities and priorities.
- Monitoring legislation introduced this Legislative Session to identify any bills with impacts to the Tourism Bureau and its activities, as well as bills representing opportunities for an increase in visitors and stays. Two bills are the following:
 - SB187 (Skinner) – Allows the State's sports fishing license to be good for 12 consecutive months from the date of purchase, instead of the current license that expires at the end of the year regardless of when it is purchased. While Mariposa County's share of the industry may be small, the bill could represent an increase in the number of visitors for sport fishing purposes.
 - Assembly Bill 907(E. Garcia) – Establishes an Office of Outdoor Recreation and Public Lands Enhancements within the Governor's Office of Business and Economic Development.



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- Working on efforts to identify sustainable funding for the Yosemite Area Regional Transportation System (YARTS) to ensure continued service to enhance tourism in Mariposa Count, and Yosemite National Park.

See attached information for more details from Townsend Public Affairs

- **Marketing update**

- Please see attached, sent out electronically to the board.
- Overall TOT is behind \$102,000 compared to last year, however, is up \$561,000 compared to two years prior, overall, we are on pace with last year's record setting collections.
- The revamped website, now just over a year old, has received 3 national awards, most recently the Adrian Award from HSMIAI, which is an annual award.
- Website activity is up 140% in sessions, with page views up 266%.
- Lodging page is being used a lot.
- Yosemite.com looks more like an information website versus a DMO website which is better in increasing engagement with the user.
- Spring photo shoot will be released this fall, we partnered with Pendleton, Lovestitch, Grayl and Yosemite Hospitality. There will be Instagram and Facebook blasts, not only from our pages, but also with Pendleton which has over 174,000 followers on IG, and 61,000 on Facebook.
- Korean FAM has brought us some positive future business opportunities.
- Attended the Adventure Travel Trade Association conference, ELEVATE, which Tenaya is considering hosting in 2020. Visit CA is launching one year co-op campaign with the Association and providing for regions and destinations to participate as members. The 8 rural regions could be sponsors of the conference should it come to Mariposa County which would also require the YMCTB to support as well. Tenaya Lodge is working on getting a final date on when we would have to agree to host the next ATTA conference (2020).

- **County Economic Vitality Strategy update**

- Emailed to board members via email draft, waiting for discussion.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of meeting minutes for March 29, 2017, Board Meeting.
 - No quorum met.
- Approval of 2017/2018 Budget.
 - No quorum met, suggested to the board over the next two weeks to send insights, questions and/or concerns etc.
- Approval of 2017/2018 media plan and fall creative.
 - No quorum met.



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- Donna Davis's resignation and referral for Christian Mueller in replacement on the Board and Marketing Committee.
 - No quorum met.
- We Thanked Donna Davis for her continued support and being a part of the Board, celebrated with some cake, flowers, and a thank you poster signed by the Board.

COMMENTS FROM BOARD AND STAFF

ADJOURNMENT

4:10pm