



Yosemite Mariposa County Tourism Bureau
Board of Directors Annual Meeting Minutes
August 18, 2016
1:30 pm

Directors Present:

Kevin Shelton
Donna Nassar
Barbara Robinson
Paul Ratchford
Douglas Shaw
Dane Carlson
Donna Davis
Sara Zahn
MaryAnn Huff

YMCTB Staff Members Present:

Terry Selk
Julie Hadzega
Windy Gonzalez
Noel Morrison
Damian Riley

Advisors Present:

Roger Biery
Kevin Cann
Scott Gediman
Candy O'Donnell-Browne

Visitors:

Richard Harmon – Townsend Public Affairs
Jeff Bray – Aramark
Greg Little - The Gazette

CALL TO ORDER FOR OPEN SESSION

Meeting was called to order at 1:32 pm by Kevin Shelton.

SELF INTRODUCTION BY ALL IN ATTENDANCE



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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.

- MaryAnn Huff shared her thoughts on the Event Coordinator that Terry Selk brought to the county to help aid in our local activities. The Coulterville area is looking forward to working with her. Mary Ann also reminded the Board that the CoyoteFest is being held on September 24th, 2016.
- Roger Biery announced the EDC is meeting quarterly now instead of monthly. The EDC will go back to monthly meetings if the vitality strategy is approved by the county.
- Kevin Cann reminded the Board of the county budget meetings starting next week. He feels that the Tourism Bureau will not face challenges with receiving the Bureau's yearly contract of \$500,000.00.
- Terry Selk shared pie with the board to celebrate his four-year anniversary with the Bureau.

INFORMATION AND PRESENTATION MATTERS

- **Yosemite National Park Update** - Scott Gediman updated the board with the statistics of park visitors in July. Visitor numbers for July 2016 were 809,029, which represents the busiest July on record. The park is estimating the year total to be between 4.5-4.7 million visitors.
- **Treasurer's Report** - Douglas Shaw reviewed the YMCTB Year End Financials for 2015-2016. This budget remained on track and closed the year as projected. Douglas Shaw also reviewed the Yosemite.com Financials as a six-month overview. Copies of the financials for both the Bureau and Yosemite.com are located in the Bureau's office and can be reviewed upon request.
- **Annual Report Outline** - Noel Morrison requested the Board to review the layout and general content of the drafted annual report. Proofing has yet to be done and will take place as the Board reviews and provides feedback moving forward.



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- **Marketing Update** - Terry Selk provided a brief overview of the marketing update provided within the Board packet. Any questions or concerns may be addressed to Terry Selk via telephone or email.
- **Townsend Public Affairs Report** - Richard Harmon reviewed the Townsend Public Affairs handout and requested any further questions or concerns be addressed to him or to Terry Selk via telephone or email.
- **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

An email reminder will go out approximately a month before each meeting. The location of the meetings has been scheduled for the Mariposa County Board of Supervisors Chambers at 1:30 pm.

ACTION MATTERS, REGULAR AGENDA

- **Approval of Minutes** - Minutes for the May 26, 2016 Regular Meeting approved by the Board. MaryAnn Huff made the motion, Donna Davis seconded and all were in favor with none opposed.
- **Nominations and Elections for Marketing Committee** - The Board has agreed to maintain the Human Resources Committee and the Marketing Committee as the standing committees to the Yosemite Mariposa County Tourism Bureau. The existing members of these standing committees requested to remain in their current positions with one exception; the addition of Jeff Bray and Victoria Imrie to the Marketing Committee. Paul Ratchford made the motion, Donna Davis seconded and all were in favor with none opposed. Please see attached list



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- **Nominations and Elections for the Board Members** - Terry Selk nominated Jeff Bray from Aramark to fill the vacant concessionaire seat. All existing members of the Board have agreed to maintain their seats on the board for the coming year. Donna Davis informed the Board of her retirement in nine months and her desire to remain on the Board as a member and as the vice chair until said retirement. Barbara Robinson announced that her vacation rental business would be winding down next year and she would only be booking 14 nights in 2017; however, she would like to maintain her seat on the board as secretary and member. Paul Ratchford made the motion, Barbara Robinson seconded and all were in favor with none opposed.
- **Nomination and Election of the Officers** - Terry Selk reviewed the incumbents as Kevin Shelton as the Chairman, Donna Davis as the Vice Chairman, Barbara Robinson as the Secretary and Douglas Shaw as the Treasurer. Mary Ann Huff made the motion, Donna Nassar seconded and all were in favor with none opposed. Please see attached list.
- **Nomination and Election of the Advisors** - Terry Selk reminded the Board of the existing Advisors and that each Advisor had agreed to remain as such for the coming year. MaryAnn Huff made the motion, Donna Davis seconded and all were in favor with none opposed. Please see attached list.
- **Approval of Standing Committees and their Members** - The Board has agreed to maintain the Human Resources Committee and the Marketing Committee as the standing committees to the Yosemite Mariposa County Tourism Bureau. The existing members of these standing committees requested to remain in their current capacity. Paul Ratchford made the motion, Douglas Shaw seconded and all were in favor with none opposed. Please see attached list
- **Vote on 2016-2017 YMCTB Budget** - Terry Selk presented the Board with the 2016-2017 budget. The Board approved the budget as is and if funds are needed, the staff is authorized to pull said funds from reserves. Donna Davis made the motion, Paul Ratchford seconded and all were in favor with none opposed.



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- **Vote on 2016-2017 Branding Concepts** - AugustineIdeas presented the Board with the new branding concept that was accepted by the marketing committee on August 4, 2016. The Board approved this new branding concept with excitement and compliments to the entire team at AugustineIdeas and the Bureau staff for a job well done. Paul Ratchford made the motion, Donna Nassar seconded and all were in favor with none opposed. A copy of the presentation can be obtained by contacting the bureau staff.
- **County Funding Proposal** - The Board tabled this item until next meeting.
- **Multiple Lodging Management Group Individual Property Representation on Yosemite.com** - The Board discussed setting a policy that represents the best interest for all lodging partners in Mariposa County advertising on Yosemite.com. The general consensus of the board was:
 - If a vacation rental homeowner, operator, or property management company represents five or more units and has their own web portal, they shall have one listing on yosemite.com that directs travelers to that web portal. If a vacation rental homeowner, operator, or property management company has four or less units, they may list their units individually.

Barbara Robinson made the motion to adopt the policy as stated above, Jeff Bray seconded and all were in favor except Dane Carlson opposed.

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.

COMMENTS FROM BOARD AND STAFF:

None.