

YOSEMITE / MARIPOSA COUNTY TOURISM BUREAU

Public Notice

Board of Directors Meeting - 1:30pm

Wednesday – January 14, 2009

Location: Location: Mariposa County Library - Conference Room

Agenda

1. Public comment on items not on the agenda but within the scope of this Board
2. Minutes of previous meeting
3. Treasurer Report
 - Budget
4. Visitor Center Restroom – YMCTB donation towards construction project
5. Line of credit for YMCTB credit card
 - Need formal document executed.
 - *Copy of above included in packet*
6. YMCTB Marketing Strategy - Request for marketing services proposal; Discussion & Approval
7. YMCTB Activities & Issues – Update/Discussion
 - Tradeshow schedule (*document included in packet*)
 - Update on Website
 - Update on Gateway Partners
 - New ex-officio officer(s) to replace Pickard and others leaving?
 - Update on AMGEN progress
 - We're asking Rick Benson if County can cover costs of CalTrans banner permit
 - Brief discussion of AMGEN Lifestyle Festival (Pasadena and Escondido)
8. Future Board Meeting Dates – Discussion
 - *Proposed dates document attached*
9. Proposed YMCTB – Procedures Manual - Discussion
10. Adjourn