

**Yosemite/Mariposa Tourism Bureau Minutes  
General Meeting  
January 19, 2011  
Mariposa County Fairgrounds - Redbud Room  
Highway 49 S., Mariposa, CA 95338**

Meeting was called to order by Dan Jansen @ 1:30 p.m.

**Board Members Present:**

Donna Brownell, (Arts Council)  
Donna Davis (Redwoods)  
Jonathan Farrington (Tenaya Lodge)  
Dan Jensen, (DNC) President  
Donna Nassar (B&B's Secretary), Secretary-Treasurer  
Kevin Shelton (Yosemite Resorts) Vice President  
MaryAnn Huff (Chamber of Commerce)

**Excused Board Members:**

Brian Bullis (Fairgrounds)  
Doug Shaw (Yosemite Bug)  
CherylAnn Schimmelfenning (Hotel Jeffery)

**Ex-Officio Members Present:**

Roger Biery  
Marilyn Liddyoff  
Candy O'Donnel-Browne

**Absent Ex-Officio Members:**

Theresa Castaldi (Coyote Springs Ranch)

**Staff:**

Jeffery Hentz  
Kristine Showalter

**Visitors:**

Larry Donaldson – Cota Law Firm  
Dell Knell – Butterfly Festival  
Donna Wice – Mariposa County 4-H  
Peter Schimmelfenning – Chamber of Commerce  
John Shimer – Coulterville History Center  
Les Marsden

➤ **Public Comments**

Mary Ann Huff announced that the John Muir event meetings are in process, and also announced that Coulterville was named as a "Top 10 Western Town" in True West Magazine. Huff also introduced Tina Craig and expressed that she has an interest in a seat with YMCTB Board of Directors, and that she would represent the North Side.

John Shimmer introduced himself from the Coulterville History Center and expressed an interest in obtaining advertising funding for the Coulterville Coyote Howl. Jensen explained the process of requesting a donation.

Peter Schimmelfenning reminded everyone that the Chamber Installation dinner will be held on January 28, 2011, at the Mariposa County Fairgrounds.

Jensen announced that there will be sesquicentennial and centennial celebrations coming up for the National Parks. Jensen commented that it will be a huge opportunity for communities to become involved and local festivals could be marketed around the parks events. The upcoming commemorative dates are as follows:

- 2014 Sesquicentennial of Yosemite Valley and Mariposa Grove Act
- 2015 125th of creation of Yosemite National Park
- 2016 Centennial of NPS

➤ Action Matters

1. APPROVAL OF MINUTES –

Jensen asked for a motion to approve the minutes from 11-3-2010 a motion was made by Farrington, and seconded by Brownell, motion passed.

2. TREASURER REPORT –

Jensen asked for a motion to approve the treasurer's report, a motion was made by Huff, and seconded by Nassar, motion passed.

3. YMCTB BYLAWS ELIGIBILITY CLAIRFICATION SPECIFIC TO ARITCLE II, SECTION 2 – YMCTB Bylaws eligibility clarification specific to Article II, Section 2

4. A review of the current bylaws was discussed. The board felt that it needed to strengthen the verbiage should a member becomes in-eligible for office. The board decided that this would be further discussed and voted on at the next meeting.

5. YOSEMITE.COM WEBSITE DOMAIN PARTNERSHIP WITH MERCED COUNTY ASSOCIATION OF GOVERNMENTS – Approval of Agreement and Budget for YMCTB to control and operate Yosemite.com

The board discussed how to best manage the yosemite.com project. The board visited the possibility of outsourcing to drive the project, and the marketing and finance committee's would assist and advise with the details. Donaldson commented that yosemite.com looks good for a 501 (c) corporation. Biery indicated that Merced County has reviewed the contract and stated we have a green light to move forward. Hentz commented that it will be a great opportunity to get more funding for YMCTB.

Jensen asked for a motion to approve Agreement and Budget for YMCTB to control and operate Yosemite.com. A motion was made by Shelton, and seconded by Davis, motion passed. The board discussed that a marketing and business plan should be the next step in moving forward with the yosemite.com project.

INFORMATION AND PRESENTATION MATTERS

6. MARIPOSA COUNTY 4-H STATE FAIR BOOTH DONATION – Approval of \$5,500.00 donation (with input from Grant\Donation Committee)

Donna Wice introduced herself and explained the need for funding of the 4-H booth and what items were still needed to help fund their booth, and volunteers at the California State Fair. Wice indicated that thousands of people visited the booth. Jensen stated that this request at this time was informational. The board agreed that the Grant\Donation Committee should further review and discuss the donation request and that it would be

placed on the March agenda.

7. BUTTERFLY FESTIVAL DONATION REQUEST – Approval of \$5,000.00 donation (with input from Grant\Donation Committee)

Dell Knell representing the Butterfly Festival introduced herself and explained the need for funding the butterfly festival. She passed around flyers and post cards as well. Jensen stated that this request at this time was informational. The board agreed that the Grant\Donation Committee should further review and discuss the donation request.

8. 20/20 VISION PROJECT – Jeff Hentz presented information and lead a discussion on the 20/20 Vision project
9. MARKETING UPDATES & DISCUSSION – Jeff Hentz presented information and lead a discussion on current marketing for YMCTB:

Hentz discussed the following marketing updates:

- a. CBS Eye on the Bay – Hentz shared that CBS Eye on the Bay producers came back to do the third filming of Yosemite and Mariposa County. It will air sometime in February.
- b. Destination Marketing – Hentz shared and passed around the new Winter\Springtime Adventure marketing piece: “From snow boots to flip flops in minutes”.
- c. Direct Mail Campaign – Hentz stated that approximately 100,000 pieces were mailed out to the bay area.
- d. DVP – Hentz stated that there will be an additional eight pages added to the new DVP.
- e. Face-book-Social Media: Hentz indicated that ASTONE was conducting a testing of the age group of the social media user. Hentz indicated that the average Face-book user age was 25-55 with most concentration in the Bay Area and Los Angeles.
- f. CTTC Visitor’s Guide\Yosemite Insert – Hentz passed around the new visitors guide and insert for everyone to review. Hentz shared that ASTONE assisted with some changes including a new map on Coulterville.
- g. New Rack Cards – Hentz passed around the new rack cards for everyone to review. Hentz stated that the rack cards will be taken around to the upcoming shows and events to promote Mariposa County and Yosemite.
- h. Triple AAA\IA Ad – Hentz stated that the Triple AAA\IA publication reaches approximately 700,000 families. Hentz passed around the two page ad for everyone’s review.

- i. John Muir project: Hentz commented that preparations were underway for public relations and the dates had been set for June 4<sup>th</sup>, and June 5<sup>th</sup>, 2011.
- j. True West Magazine – Hentz shared that Coulterville was named Top 10 Western Town” by True West Magazine.
- k. ABC\NY Media Event – Hentz met with writers in New York regarding family vacations.
- l. Website: Hentz explained that Digital Gear will do updates including interactive maps, and new site content.
- m. Peaks and Plains Magazine – Hentz explained that this is an “in-flight” magazine. The magazine did a two-page spread on Yosemite\Mariposa County. The magazine was passed around for everyone to review.
- n. Merry Mountain Christmas Parade – Hentz commented that it was a great turnout and thanked Peter Shimmelfenning for his support. Hentz further indicated that next will be much bigger and that more festivities would be implemented, such as a tree lighting festival and bands.
- o. Group Sales Position – Hentz announced that he has made an offer to one of the two finalists and is awaiting a response of acceptance.
- p. TOT Report – Hentz passed out a current TOT Collections report for the board to review. Shelton commented that TOT was down this past November, December, and January from last year. Jensen indicated that January was ok, but they were down from last year. Jensen commented that he felt that the Ken Burn’s TV series helped.

#### COMMENTS FROM BOARD AND STAFF

Farrington announced that the Ahwahnee Hotel would be closed for repairs from February 22, through March 17<sup>th</sup>, 2011.

#### ADJOURNMENT

The meeting was adjourned at approximately 3:45 p.m.