

**YOSEMITE / MARIPOSA COUNTY TOURISM BUREAU
MARKETING COMMITTEE MEETING**

Mariposa County Social Services Conference Room
5362 Lemee Lane
Mariposa, CA 95338
Teleconference Call
888-808-6929
Access Code: 3187756

Thursday, November 13, 2014

(Agenda must be posted outside of room where call is taking place if attending by Conference Call.)

Jonathan Farrington
Delaware North-Sierra Region, Conference Room
1122 Highway 41, Fish Camp, CA 93623

Donna Davis
The Redwoods in Yosemite, General Manager's Conference Room
8038 Chilnualna Falls Road, Wawona, CA 95389

Jim Stellmack
DNC Parks & Resorts Conference Room
9001 Village Drive, Yosemite, CA 95389

A G E N D A

1:30 PM

- **CALL TO ORDER FOR OPEN SESSION**
- **SELF INTRODUCTION BY ALL IN ATTENDANCE**
- **PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA BUT WITHIN THE SCOPE OF THIS BOARD** Members of the audience may address the Committee on matters not on the regular agenda. Brown Act regulations restrict the Committee from taking action on any subject presented that is not on the agenda.
- **INFORMATION AND PRESENTATION MATTERS**
 - Augustine Update (creative/execution) GoToMeetings available for presentation-details to follow.
 - TOT Defeat and Possible TBID Impact
 - Proposed National Park Fee Increase
 - Mariposa Grove Update
 - Regional Meetings Recruitment Plan
 - Yosemite.com Analysis Presentation
 - Other
- **ACTION MATTERS, REGULAR AGENDA**
 - Recommendation for future action plan and direction regarding Yosemite.com
- **COMMENTS FROM COMMITTEE AND STAFF**
- **ADJOURNMENT**- Next Marketing Committee Meeting January 8th, 2015 details to follow.