

YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU

Marketing Committee Meeting Minutes

February 16th, 2017

In Attendance:

YMCTB Staff:

Terry Selk – Executive Director

Carrie Kidwell – Administrative Assistant

Noel Morrison – Communications Manager via Teleconference

Marketing Committee:

Donna Nassar – Bed and Breakfast Association

Kevin Shelton – Yosemite Resorts

Kathrin Poetter – Tenaya Lodge

Donna Davis – The Redwoods at Yosemite

Scott Gediman – Yosemite National Park

Vicki Imrie – Yosemite Ziplines and Adventure Ranch

Jeff Bray – Yosemite Hospitality

Douglas Shaw – Yosemite Bug Rustic Mountain Resort

Visitors:

Laura Calderon – Tenaya Lodge

Lindsay Moore – AugustineIdeas via Teleconference

Alana Walker – AugustineIdeas via Teleconference

➤ **CALL TO ORDER FOR OPEN SESSION**

- Quorum Meeting called to order at 1:42pm by Terry Selk

➤ **SELF INTRODUCTION BY ALL IN ATTENDANCE**

- Introductions were made

➤ **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.

- **Scott Gediman** - Brief update from the Park. There have been a few rock falls, road construction and repaving throughout Yosemite Valley. Closure of Northside Drive from Half Dome Village to Yosemite Village will reroute via Sentinel Drive, which starts mid-March and plans to be finished by Memorial Day weekend. Not looking at any closures, however they are working on Sentinel Bridge and main camp parking areas. Due to the weather and snow fall, Glacier Point, Tioga, and Tuolumne Meadows will be a later delayed opening time. With all of this taken into consideration there will be more pressure on the Valley Floor with visitors. Mariposa Grove will also have a later delayed opening time sometime around the Fall, possibly late September early October and plan to set a date for a Dedication Ceremony. There still is no

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Superintendent, however Woody Smeck is acting as active Superintendent now and will have someone else acting in place in place in March.

➤ **INFORMATION AND PRESENTATION MATTERS**

Future of International Travel to US:

- Depending on market and cultural sensitivities, there has been a decline within researching flights regarding travel to the U.S. Saudi Arabia is down 60%, Canada, The UK, Mexico, and Asia have a decline across the board in traveling to the US. Germany does not seem concerned about traveling to the U.S
- Strength of the dollar, and currency exchange rates could play a part in the declination.
- International travelers who have exchanged currency already may wait 2 years to travel.
- Expect to stay stable or decrease with International Travelers.
- Terry was in meetings last week with several inbound both Asian and Europeans, received zero negative feedback that resulted in the political side, only negative feedback was the difficulty of getting rooms within The Park.

Bed and Breakfast Inn Landing Page Development:

- Working progress, Template design is in place.

Vacation Rental Marketing Strategy:

- Last year there was \$40,000 set aside for advertising, the money is still sitting there. We need to follow up with the Vacation Rental owners with an online survey on finding out what they need, booking platforms etc., and take it to Noble & Augustine collaborate on how we can support them etc.
- Suggestion to provide printed pieces to give to guests at Vacation rentals and Bed & Breakfast lodging partners that would include local food, activities, grocery store, pharmacy etc. The mini and vacation planner are available to all lodging partners, however YMCTB would be willing to work with the Mariposa Country Chamber of Commerce in putting this together.

2017-2018 Marketing Budget Preview:

- Budget was reviewed, update regarding meeting with Board of Supervisors, however the item was not put on the agenda as an action matter or voted item, 3 out of 5 agreed to support a 4% on a 3-year rolling TOT, if the other supervisors agreed to finance a professional ROI study. Unsure if that means we can expect this 4% increase or not on a 3-year rolling average, or if we must wait for the ROI study to be done. Did request from the County staff for clarification on what the decision means, waiting response.
- Augustine Ideas was asked to prepare 2 recommendations, one that is scaled down, and the other in the event we do get the funding.
- Purposed plan will be dependent on budget.
- Minimum of \$280,000-\$300,000 strictly for a multi-channel digital focused campaign. 4 elements; display, native, dynamic retargeting and SEM
- Currently we have display and SEM, The native campaign will be out next month. Dynamic Retargeting would be added and native would be included for the entire fiscal year.

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- If additional funds are available, recommend a brand awareness campaign, approximately \$110,000-\$165,000.00, to include Pandora, various outlets with Bay Area News Group. Potentially, San Francisco Chronicle, Orange Cove, Sunset, Via magazine and BART.
- Not recommend moving forward with CBS, it did not perform as well this last year as previously thought, the expense can be better allocated elsewhere.

ATTA Proposal: Presented by Laura Calderon and Kathrin Poetter with Tenaya Lodge.

- Provided information about the 2019 or 2020 North America AdventureELEVATE Event, which includes a breakdown of what and who they are, who attends their event, the value of their program, the return on investment, along with the requested financial investment.
- Information on who the buyers were from the 2016 event was also provided. Available copies are located at the Yosemite/Mariposa County Tourism Bureau office.
- Recap from the Board of Directors meeting; Due to short lead time and not having had a Marketing Committee meeting prior to it was brought up as a present idea of supporting Tenaya Lodge at hosting the 2019 or 2020 ATTA Conference. The board initially reviewed the opportunity, had some questions and asked for additional information from which we asked Tenaya Lodge to gather that information and report back.
- ATTA is interested in our area, it is too late to put in for 2018 or 2019 show, and we will be focusing on hosting in 2020 if this ends up being an agreed decision in the future
- Smaller operators of 10-15 passengers, the clientele is adventurous with multiple day stays, and higher end accommodations.
- The fee is \$35,000.
- Visit California invests \$100,000 into ATTA, for all the 8 rural regions, which we are one of them.

Cal Berkeley Alumni Proposal: Presented by AugustineIdeas See Action Matters, Regular Agenda

➤ ACTION MATTERS, REGULAR AGENDA

ATTA Proposal

- Based on the information provided in the Information and Presentation Matters above it was recommended to go to this upcoming show in Coeur d'Alene, Idaho in April to see the cliental that this event brings in. Terry will go, and report back to the Marketing Committee.
- There will be a Marketing Committee Meeting prior to when a decision would need to be made on rather or not YMCTB wants to back up The Tenaya Lodge in hosting the 2020 ATTA AdventureELEVATE tradeshow, which will be approximately mid-August 2017.

Cal Berkley Alumni Proposal

- In reviewing this proposal, it was recommended by AugustineIdeas that the amount of money it would cost to partnership with CAA, and the few number of subscribers they would be able to produce would not be worth it. No need to go any further.

➤ COMMENTS FROM COMMITTEE AND STAFF

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- Katrin Poetter brought up to the committee and Augustine that the promotions need to be launched a bit earlier than planned. Suggestion to move up the Fall, Winter and Spring campaigns. around August through October for the Fall campaign, November through February for the Winter campaign, and March through April for the Spring campaign. Along with the option to change out the Pica spring campaign, the Pica is a High Sierra animal, plus the color and imagining was very fall like, and not spring like. Suggestions Bob Cat, Mountain Lion, Mule Deer, Raccoon.
- Terry Selk announced that he is talks with Amtrak to expend our promotion of public transit to our area, utilizing the San Joaquin Service, Amtrak saw our advertising on BART, and wants to work together about promoting one another.
- Terry Selk spoke about the partnership with Mountain Hardware through the Bay Area News group, consumer promotion involving e-blast, social media and instore event. They are owned by Colombia, concept to gain this relationship with Mountain Hardware will be a great move forward.

➤ **ADJOURNMENT**

- Adjourned at 3:53pm