

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
May 16, 2013
1:00 pm**

Directors Present:

Dan Jensen – (DNC) –Chairman
Kevin Shelton – (Yosemite Resorts) - Vice President
Brian Bullis – (Fairgrounds)
Jonathan Farrington – (DNC Parks and Resorts)
Douglas Shaw- (Yosemite Bug)
Mary Ann Huff – (North County/John Muir Geo Tourism)
Barbara Robinson – (Indian Peak Ranch)
Sara Zahn – (Jeffery Hotel)
Donna Nassar – (B&B’s) – Secretary and Treasurer
Kathy McCorry – (Chamber of Commerce)

YMCTB Staff Members Present:

Terry Selk – Executive Director
Julie Hadzega – Marketing Coordinator
Windy Gonzalez – Administrative Assistant

Advisors Present:

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

Visitors Present:

Jon Lambeth – Civitas
Richard Harmon – Townsend
John Carrier – Mariposa County Supervisor
Tara Schiff – Mariposa County Economic Development Director

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at 1:05 pm

➤ **SELF INTRODUCTION BY ALL IN ATTENDANCE**

All in attendance introduced themselves.

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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.

1. Dan Jensen commented on the Hantavirus and the ongoing effects. DNC is concentrating on marketing for the summer season in order to [sale-sell](#) rooms that are still available.
2. Scott Gediman announced that Glacier Point and Tioga Pass roads are now open for the season.

First time since January, all public comment periods are closed for the Merced River Plan, the Tuolumne River Plan and the Mariposa Grove of Giant Sequoias. At this time, YNP is analyzing and compiling the reports.

~~One last item mention by Scott commentd that Gediman was that YNP- he and Kari Cobb have been approved Scott and Carrie's to attend participation in the International POW WOW show in Las Vegas. Both Scott and Carrie are very excited to represent be able to bring YNP at the event.to this event.~~

3. Tara Schiff gave a brief summary of her background and what her new job title with the county is as the new Economic Development Director. Terry Selk also informed the Board that Tara ~~has been serving as an is the i~~ndependent ~~c~~Contractor ~~to help get hired for the~~ Yosemite.com ~~back on track.project.~~
4. MaryAnn Huff shared the John Muir GeoTourism Center had its grand opening with approximately 75 visitors total. Requested any donations for silent auction items for the John Muir Festival. Also commented on the success of 2 Fam Tours brought to Coulterville by the Bureau.
5. Kathy McCorry thanked the Bureau for their donation in supporting the Butterfly Festival. Numbers seem to have reached the highest number of attendance to date.

CGI, a partner working with the Chamber on their project called Relocate.org. CGI will be filming several different areas within Mariposa County.

~~A group of Rotary members from Russiaas will be in our county next week for 10 days visiting.to do site tours.~~

Visit California will be here on May 23, 2013 to assist many on how to use their website to market Mariposa County and keep items updated.

6. Kevin Shelton reminded everyone that the Friends of the Fairgrounds are bringing back the Summer Fest Sausage & Suds on Saturday, June 29, 2013. Tickets are still available

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and can be obtained by contacting Kevin or going directly to the Fairgrounds Office. Kevin also requested donations for the silent auction.

7. Dan Jensen mentioned the Park Foundation has hired Gray Advertising to promote the Centennial for the National Parks. This promotion will be a national campaign “Summer Scrapbook” and will possibly have the grand prize as a trip to Yosemite.
8. Terry Selk asked the Board to refer to the BOD Packet for the US Travel Outlook. This documentation is produced monthly and gives an overview of what is happening across the country.

➤ **INFORMATION AND PRESENTATION MATTERS**

1. Brown Act Presentation and YMCTB Bylaws by Civitas.

Jon Lambeth presented an overview of the Brown Act and how the Bureau remains compliant to these regulations. Some items of discussion were specific requirements of the Board Members to make a quorum (if 11 members; 6 must be TBID), ad hoc committees and guidelines on what documentation is made public.

Jon Lambeth reviewed with the Board the updated Bylaws which was included in the BOD packet. ~~A copy of these Bylaws was provided in the BOD Packet.~~ Jon reviewed each went section ~~by-section~~ and addressed answered any all Board questions or concerns. One example: If an item is not in the Bylaws, the state statutes stand or if Bylaws contradict the statutes, the state statutes prevail.

Board is to review and respond with questions or comments within two weeks from May 16, 2013. Final approval of Bylaws is scheduled for next Board Meeting, date to be determined.

2. Townsend Public Affairs Project Status Report. Richard Harmon presented an overview of the organization’s efforts to assist ~~what his organization does and what are they doing for~~ Mariposa County. A memorandum was provided in the BOD Packet for your review.
3. Nomination/Election of Director and Officers. Terry Selk stated that the Board only has one Director up for renewal during the annual meeting; all other Director and Officer terms are current at this time. Terry questioned the status of terms held and would the Board like to reconsider these terms. At present time, the terms are to remain as is. Directors hold a 3 year term and Officers hold a 1 year term. Roger Biery to further research information with regards to terms held within a Board and when does term

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become effective. Dan Jensen asked for clarification as to the definition of “Tourism Community” and how does it relate to our Board Members.

Further discussion and voting for Director and Officers will take place at the Annual BOD Meeting, date and location to be determined.

4. Yosemite.com Update. Roger Beiry shared with the Board that the MCAG Operating Agreement has been signed. Terry Selk announced the housing of Yosemite.com is now in the hands of Digital Gear and their server.

~~Improvements to the site's The look and its functionality of the site are constant. is picking up and improving. Tara Schiff has been involved in evaluating worked on more than just content; she has worked to correct content errors in an effort to reduce worked on function and bounce off rate. Tara also looked at the site from a visitor's stand point not a designers.~~

Barbara Robinson inquired about the marketing and sales of the site. Jonathan Farrington commented that the advertising was intended to prioritize the site to the local surrounding areas and then span out allowing for increased revenue.

5. Treasurer's Report. Terry Selk explained the adjustments made to the financial statements based upon the 2012-2013 approved budget. The 2013-2014 financial statements will be adjusted to show better accounting codes for easier understanding of where the budget stands at any given point throughout the year.

Our current budget for 2012-2013 is right on track with what the Board approved.

Brian Bullis questioned account 6008-2 for the Accounting and Legal as to why it was so over budget. Terry Selk indicated that brought attention to the overage ~~Board that this account~~ was over budget due to the costs associated with the expenditures received for the renewal of the TBID with Civitas, the adoption of Townsend's services and legal activities via ~~and~~ Cota Cole. These expenditures were not accounted for when the budgeted in for the 2012-2013 budget was prepared.

Terry Selk also provided a very rough draft of the proposed 2013-2014 budget for the Board to review.

6. YMCTB Financial Accounts Update. Per Roger Biery, the Minutes for the January meeting are both accurate and incorrect. They accurately reflect what was said at the

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time, but subsequent changes made to the Operating Agreement now require us to handle the accounting very differently. The reason for the change is to protect the non-profit status of both the Bureau and MCAG, and this prevents yosemite.com Holding, LLC from receiving any revenue from ad sales. So we will actually need two bank accounts. One will be an operating account for the Website, where we will receive revenues from McClatchy and pay expenses to MCAG, Catalyst, Digital Gear, etc. The separate Holding LLC account will be capitalized by the Bureau from the operating account to pay two expenses incurred for the domain name itself: periodic renewal of the registration; and an annual tax to the State for having a Limited Liability Company.

Roger Biery also explained the CDARS program at Yosemite Bank and the combining of all bank accounts into one bank account.

7. Proposed Transient Occupancy Tax Increase Status Report. Terry Selk updated the Board as to the process Rich Benson is taking to contact all lodging partners and industry partners as to their perspectives on the possible TOT increase. Once he compiles his findings, he will then take the information to the Board of Supervisors for determination on whether to pursue the TOT increase.

Kevin Cann believes the marketing partners need to be a neutral or supportive of the TOT increase or it may not pass. Dan Jensen asked whether the TOT tax could adjust rates based on group size. Kevin Cann believes these exclusion or inclusions could be written in if the county chooses to do so.

8. Marketing Updates. A Marketing Activity Update has been provided in the BOD Packet for your review.

The Board nominated Jonathan Farrington to become the new Director representing our corridor for the Yosemite Gateway Partnership.

ACTION MATTERS, REGULAR AGENDA

1. Approval of Minutes: As previously stated above in the YMCTB Financial Accounts Update, the Meeting Minutes from January 17, 2013 were correct in what was stated in the meeting; however, the actual process to be by the Board is referenced above.

January 17, 2013 Meeting Minutes were approved by the Board with a motion by Brian Bullis and Mary Ann Huff seconded the motion, withal in favor and none opposed.

Approval of Minutes. Page 6 of the Meeting Minutes for the March 27, 2013 were corrected to reflect the actual committee nominated to make recommendations to the Board of Supervisors for the possible TOT increase. The committee members nominated

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was Terry Selk, Jonathan Farrington, Roger Biery and Kevin Shelton. Pages 6 of these Minutes now reflect this change.

March 27, 2013 Meeting Minutes were approved by the Board with a motion by Jonathan Farrington and Douglas Shaw seconded the motion, with all in favor and none opposed.

2. Authorization to close and transfer existing bank accounts to Yosemite Bank. With the understanding of the CDARS program within Yosemite Bank, the Board approved the closing of the Wells Fargo Account with the approximate balance of \$250,000.00. The Bureau will prepare a letter requesting Donna Brownell to close the Wells Fargo Account by Cashier's Check payable to Yosemite/Mariposa County Tourism Bureau. This Cashier's Check will then be deposited to the Yosemite Bank for deposit into the CDARS program. Kevin Shelton motioned for the Wells Fargo Bank Account closing and transferring the funds to the Yosemite Bank CDARS program, Barbara Robinson seconded the motion, with all in favor and none opposed.
3. Nomination of Scott Gediman as an Advisor for a specified term. The Board nominated Scott Gediman as an Advisor to the Board upon Donna Sisson's departure. His term will be determined at the annual meeting after Roger Biery has presented his findings of term held within a Board and when does a term become effective. Mary Ann Huff motioned for Scott Gediman as an Advisor to the Board and Brian Bullis seconded the motion, with all in favor and none opposed.

COMMENTS FROM BOARD AND STAFF

The next BOD Meeting to be determined based on the Annual Meeting date.

MOTION TO ADJOURN:

Meeting adjourned at 3:48 pm by Dan Jensen. Brian Bullis motioned adjournment and Barbara Robinson seconded, with all in favor and none opposed.