Yosemite/Marioposa County Tourism Bureau
Board of Directors Meeting Minutes
October 17, 2013
1:30 pm

Directors Present:
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)
Donna Davis – (The Redwoods)
Donna Nassar – (B & B’s)
Sara Zahn – (Jeffery Hotel)
Kathy McCorry – (Mariposa County Chamber of Commerce)

YMCTB Staff Members Present:
Terry Selk – Executive Director
Windy Gonzalez – Administrative Assistant

Advisors Present:
Roger Biery

Visitors Present:
Digital Gear: John Chua, James Navarro, Corey Lewis and Cristina Robinson

- CALL TO ORDER FOR OPEN SESSION
Meeting was called to order at 1:33 pm by Jonathan Farrington

- SELF INTRODUCTION BY ALL IN ATTENDANCE
All in attendance introduced themselves.

- 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.

Public comments were not presented to the Board.
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的信息和演示事项

1. 美国国家公园关闭更新：Jonathan Farrington 讨论了美国国家公园的开放情况。
   所有位于加利福尼亚州的国家公园都在 10 月 16 日晚上 8 点 30 分重新开放。Roger Biery 请求获取与
   关闭相关的数据，以及它真正影响到马里波萨县的情况。Kathy McCorry 从商会确认她的办公室正在
   为此统计。局的下一步是专注于向国际办事处、Trip Advisor 和网站推广约塞米蒂/马里波萨县。

2. 数字更新更新 Yosemite.com 和 YosemiteExperience.com：每个网站都展示给董事会，展示
   每个网站的当前状态、外观和感觉。预计发布新网站的日期是 11 月 1 日，2013 年。数字更新回答
   问题并提出由董事会提出的评论。Devlink 将发送给所有董事会成员进行审核。任何纠正或建议
   将需要发送给 Julie 或 Windy 局。

3. 财务总监：Douglas Shaw 呈现了财务总监报告。会计代码和预算都已按目标执行。Terry Selk 告
   诉董事会，审计报告被呈递给县审计局，并且获得了优秀评价。一份报告的副本在局的办公室
   可以随时审核。

4. 营销更新：Terry Selk 回顾并告知董事会接下来两个季度的营销活动。

5. 年度报告草案：Terry Selk 呈现了年度报告的草案。印刷正式版本的成本非常高，所以数字版
   将通过电子邮件发送给董事会、住宿伙伴、县监督员和公众。年度报告也将在网站上提供审核。


ACTION MATTERS, REGULAR AGENDA

1. Approval of Minutes: The Annual Meeting Minutes for August 21, 2013 were approved. Brian Bullis motioned for the Board to Approve Meeting Minutes, Donna Nassar second and all were in favor with none opposed.

2. Bylaws: The Yosemite/Mariposa County Bylaws were approved by the Board as of Oct. 17, 2013. Kevin Shelton motioned for the approval, Douglas Shaw second and all were in favor with none opposed.

3. Visitor Center: Funding to the Visitor’s Centers was approved for $15,000.00 for operational costs as a onetime funding expenditure. Providing funds to the Visitor Centers would be reviewed annually by the Board. Brain Bullis motioned for the approval, Barbara Robinson second and all were in favor with none opposed.

4. Budget Adjustments Due to Park Closure: With the park closure, the Bureau will be submitting a letter to the County Supervisors based on a proactive approach to possible budget cuts.

During this hardship, the Bureau is prepared to assist County government in mitigating the impacts of the loss in TOT funding, starting with full participation in any across-the-board cuts that may be asked of all departments.

Also with the traditional first installment of county funding scheduled to occur in November, we could consider a delay in this payment until early 2014.

When the full extent of the shutdown is known, we will need to assess how to recover from being negatively impacted in three ways:

1) our share of the County’s across-the-board cuts;
2) a reduction in TBID receipts proportional to the County’s reduction in TOT receipts;
3) incremental advertising and marketing expenditures.

These three factors will impact our future so we may be seeking the County’s assistance to provide adequate funding for increasing County revenues into the future.
5. **Office Lease:** Board created an adhoc committee for the purpose of approving the Bureau’s possible relocation for office space. This committee will consist of the 3 Board Members and Terry Selk. The Board Members chosen for this committee are Douglas Shaw, Barbara Robinson and Dan Jensen. The Board approved up to a 25% increase for rental expenditure. It was also suggested that the Bureau seek assistance from a local real estate agent who specializes in commercial properties. Brain Bullis motioned for the approval, Mary Ann Huff second and all were in favor with none opposed.

- **COMMENTS FROM BOARD AND STAFF**

  Board and staff did not present comments.

- **MOTION TO ADJOURN:**

  Meeting adjourned at 3:37 PM by Jonathan Farrington. Next B.O.D. Meeting is scheduled for Thursday, January 16, 2014 at the Board of Supervisors Chambers.