

**Yosemite/Mariposa Tourism Bureau Minutes
Annual\General Meeting
September 10, 2009
Mariposa County Public Library, Meeting Room
4978 10th Street, Mariposa, CA 95338**

Meeting called to order by Dan Jansen @ 1:35 p.m.

Board Members Present:

Donna Brunell, (Arts Council), Treasurer
Brian Bullis, (Fairgrounds)
Donna Nassar (B&B's Secretary)
Jonathan Farrington (Tenaya Lodge)
Doug Shaw (Yosemite Bug)
Kevin Shelton (Yosemite Resorts)
CherylAnn Schimmelfenning (Hotel Jeffery)
MaryAnn Huff (Chamber of Commerce)
Dan Jansen (DNC), President
Donna Nassar (Secretary)

Excused Board Members:

Marilyn Griswold (The Redwoods)

Ex-Officio Members Present:

Roger Biery
Kevin Cann (BOS)
Marilyn Lidyoff (EDC)

Absent Ex-Officio Members:

Theresa Castaldi(Coyote Springs Ranch)
Candy O'Donel-Browne
Lyle Turpin (BOS)

Staff:

Jeffery Hentz
Kristine Showalter

Visitors:

Ken Baker (Coyote Springs Ranch)

➤ Public Comments

- a. Dan Jansen asked if there were any public comments. There were none at this time.

➤ Action Matters

1. APPROVAL OF MINUTES - Approval of regular meeting minutes of August 12, 2009

- a. There was a motion to strike on page 2, item # 5, line 18, i.e.; Kevin Cann's comments regarding putting up a sign in Yosemite National Park, and Dan Jansen's comment about not being in favor of billboards. A motion to approve was presented and the motion passed unanimously.

2. TREASURER REPORT - Approval Treasurer Report

- a. A motion to approve the Treasurer Report was unanimously approved.

3. ANNUAL YMCTB ELECTIONS – DIRECTORS & OFFICERS:

President
Vice President
Treasurer
Secretary

- a. A motion to elect Dan Jensen as President is motioned, seconded and unanimously approved.
- b. A motion to elect Kevin Shelton as Vice-President is motioned, seconded and unanimously approved.
- c. A motion to elect Brian Bullis as Treasurer is motioned, seconded and unanimously approved.
- d. A motion to elect Donna Nassar as Secretary is seconded and unanimously approved.

4. APPROVE YMCTB FISCAL YEAR BUDGET 2009-2010

- a. Jensen asked for a motion to approve the YMCTB Fiscal Year Budget 2009-2010. The motion was seconded, and motion was unanimously approved.

5. Establish & Employ Local CPA Firm for Accounting Services

A discussion was held about employing Eric Oster, CPA for YMCTB's accounting needs. The benefits of employing a CPA firm was discussed and it was determined that the location of Eric Oster's office would be more convenient and efficient as his office is located in the same office complex as the YMCTB office. A handout with Oster's proposal was distributed for review. It was discussed that Eric Oster is licensed and insured. There was some discussion about what account services are currently being performed and what the current costs are associated with these services. Alicia Rodriguez performs the accounting services currently at a rate of \$15.00 per hour, with an average cost of \$175.00 per month as compared to Eric Oster's rate of approximately \$250.00 per month. Eric Oster is also available to complete the YMCTB tax returns. The Board indicated that they felt the CPA designation and insurance was important. Shelton proposed a motion to both employ Eric Oster's services as YMCTB's CPA, and to employ him to complete YMCTB's taxes as well. The motion was seconded, and unanimously passed.

6. Approval of Standing Committees

A Discussion was held regarding “Standing Committees”. The following committees were discussed to be formed:

- Finance
- Marketing
- Grant\Donation
- Compensation
- Strategic Planning

Jensen stated that no more than five members from the YMCTB Board could sit on each committee. Biery added that we can't have a majority of the Board on the committees. If not appointed, seven members, five in attends, calls for two alternates. There was also discussion regarding how the committees would meet and it was decided that communications could be through email.

Finance\Budget Committee: This committee will review budgets and Dan Jensen will also attend. Members are: Donna Brownell, Roger Biery, Brian Bullis, and Jeff Hentz

Marketing Committee: Brian Wright, Mary Ann Huff, Donna Nassar, Maryann Griswold, and Doug Shaw.

Grant\Donation Committee: This committee will review and vote to approve Grants and donations. There was discussion about incorporating some guidelines for the committee to follow. Hentz stated that the first priority of the committee would be to review the following requests for donations:

- | | |
|---------------------------|------------|
| 1. Story Telling Festival | \$1,500.00 |
| 2. Geo-Tourism | \$5,000.00 |

Compensation Committee: It was discussed that this committee could meet annually in a closed session.

Executive Committee: This committee would provide strategic planning and direction, as well as review difficult issues with the media or community. In addition, they would also sign leases, contracts, etc. There was a discussion about changing the name from “Executive Committee” to “Strategic Planning Committee”. It was decided to accept the name change. This committee would not meet publically. The committee could make recommendations, but cannot take any actions. This committee could invite third parties or attorneys.

7.

MARKETING UPDATES AND DISCUSSION: Marketing for YMCTB.

- a. Hentz discussed that the DVP is now on CD and that he would present them at the trade shows and media events. Hentz said that the next DVP re-printing would take place around February, 2010.
- b. Hentz talked about the upcoming fall campaign called A.D.I. (Area of Demographic Influence). Hentz discussed that the CBS show called "Eye on the Bay" came to Mariposa and Yosemite to film for four days. Hentz announced that there will be two dedicated prime-time ½ hour shows and 75 spots to air in October @ 7:30 pm. In addition, there will also be on-line media for 30 days and radio advertising for 4-5 weeks. The on-line media will include a trivia contest in which people can enter to win lodging packages and other great prizes. Hentz stressed that over 3 million people watch the show, and we are spending 140k on a 150k value. Hentz also stated that we will own the rights and we could re-produce the DVDs.
- c. Hentz discussed the In-House Marketing Luncheons.
- d. Hentz discussed the upcoming UK Super FAMS coming up in Oct. and that the details are being finalized.
- e. Hentz stated he is traveling to the Las Vegas Travel Show.
- f. Hentz discussed the ESTO Conference.
- g. Hentz explained the new Yosemite Gateway insert is in process. Hentz also stated that it would be a more "seasonal" looking publication.
- h. Hentz stated he would be attending the three Group Leaders of America shows to be held from 10-21-09- to 10/24/2009, in Orange County, Los Angeles, and Sacramento. Hentz explained that these shows attract seniors.
- i. Hentz explained the German Office is underway and he is working on the on-site Tours.
- j. Brochure Update: Jan-Dec there were 2,305 Distributed, as of August 25th there were 3,357 distributed, (33% ahead). ASTONE will be doing blogs, "Yosemite Nation" launches. Links to sign-up on face-book, Twitter, (located at homeofyosemite.com), on the right-side of the webpage. Hentz indicates this has a huge following!! Very popular!! Great lead generator!
- k. Cost: Hentz is getting more requests for DVP's. Could turn into a Virtual Visitors Center. Some Discussion was held regarding making our website more interactive.
- l. Hentz stated that the website needs to produce results for booking hotels. Insert personal touches, and to have the look and feel of the planner.

8. PRESENTATION AND DISCUSSION - County Budget and Tourism Bureau funding from TOT

TOT Discussion: There was a discussion about the dates and times of the Board of Supervisors budget hearing meetings. The proposed budget has been reduced by 40%.

YMCTB did a full page Ad in Mariposa Gazette. (designed by ASTONE, coordinated with YMCTB) and YMCTB sent out letters to hotels, B&B's, shops, and restaurants asking for their support of tourism. The response from the community was very positive in support of tourism. A comment was made that our jobs are tourism driven. Biery commented that ASTONE's ad was very instrumental. There was further discussion about how important it was to contact the local supervisors before the budget hearings.

Jensen commented that Cann was very helpful with his comments and support for tourism. It was discussed that we need all of our funding for tourism. It was further discussed that funding from the County will have a significant impact on what we can do next year to promote tourism.

➤ CLOSED SESSION

PERSONNEL MATTERS -

➤ REPORT OF ACTION TAKEN IN CLOSED SESSION, IF ANY

a. The closed session ended with no Action taken.

➤ COMMENTS FROM BOARD AND STAFF

a. No comments were reported.

➤ ADJOURNMENT

Meeting adjourned at 5:55 p.m. with no action taken.