



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
BOARD OF DIRECTORS REGULAR MEETING**
Board of Supervisors Building/County Administration
Government Center
5100 Bullion St.
Mariposa, CA 95338

**Thursday, May 25, 2017
1:30 PM**

A G E N D A

1:30 PM

OPEN SESSION

CALL TO ORDER

SELF-INTRODUCTION BY THOSE IN ATTENDANCE

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.

INFORMATION AND PRESENTATION MATTERS

- Yosemite National Park update – Scott Gediman
- Visitor access improvement strategy – Scott Gediman
- Keeping the Merced River wild and scenic – Ken Boche
- Treasurer’s report – Douglas Shaw
- Townsend Public Affairs update - Richard Harmond
- Marketing update
- County Economic Vitality Strategy update

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of meeting minutes for March 29, 2017 Board Meeting
- Approval of 2017/2018 Budget
- Approval of 2017/2018 media plan and fall creative
- Donna Davis’s resignation, and referral for Christian Mueller in replacement on the Board and Marketing committee.

COMMENTS FROM BOARD AND STAFF

ADJOURNMENT