



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
MARKETING COMMITTEE MEETING**
Mariposa County Human Services Department
Mariposa Room
5362 Lemee Lane
Mariposa, CA 95338

**Wednesday, March 14, 2018
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

- New Staff
- International Report
- Consumer and Travel Trade Report
- TBID Renewal Report
- Advertising ROI Results
- TOT Report
- Social Media Report
- Website update and Proposed 18-19 Activities - Noble Studios
- Advertising update and Proposed 18-19 Activities - Augustine

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of October 26, 2017 minutes

COMMENTS FROM BOARD AND STAFF

ADJOURNMENT