



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
MARKETING COMMITTEE MEETING**
Miners Roadhouse 140 - Banquet Room
5159 State Highway 140
Mariposa, CA 95338

**Thursday, February 16, 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

- Future of International Travel to US
- Bed and Breakfast Inn Landing Page Development
- Vacation Rental Marketing Strategy
- 2017-2018 Marketing Budget Preview
- ATTA Proposal
- Cal Berkeley Alumni Proposal

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- ATTA Proposal
- Cal Berkeley Alumni Proposal

COMMENTS FROM BOARD AND STAFF

ADJOURNMENT