



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU**  
Marketing Committee Meeting Minutes  
May 17, 2017

In Attendance:

**YMCTB Staff:**

Terry Selk – Executive Director  
Noel Morrison – Communications Manager  
Julie Hadzega – Travel Trade & Operations Manager  
Carrie Kidwell – Administrative Assistant

**Marketing Committee:**

Kevin Shelton – Yosemite Resorts  
Donna Davis – The Redwoods at Yosemite  
Scott Gediman – Yosemite National Park  
Vicki Imrie – Yosemite Ziplines and Adventure Ranch  
Jeff Bray – Yosemite Hospitality  
Douglas Shaw – Yosemite Bug Rustic Mountain Resort  
Kathrin Potter – Tenaya Lodge

**Visitors:**

Lindsay Moore – AugustineIdeas

➤ **CALL TO ORDER FOR OPEN SESSION**

- Meeting called to order at 1:33 pm, Terry Selk.

➤ **SELF-INTRODUCTION BY ALL IN ATTENDANCE**

- Introductions were made

➤ **PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA BUT WITHIN THE SCOPE OF THIS BOARD** - Members of the audience may address the Committee on matters not on the regular agenda. Brown Act regulations restrict the Committee from taking action on any subject presented that is not on the agenda.

- **Collateral update**

- Updated Travel Planner has arrived.
- Received the County report from June 2016 to April 2017 for updated vacation rentals.



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- Working on contacting new Vacation Rental owners.
- A full-page ad was placed in the Mariposa Gazette for the 34<sup>th</sup> annual National Tourism Week, and California Tourism Month.
- This year Scott Gediman was presented with the Tourism Champion Award.
  
- **Augustine Presentation on Final 17-18 Media Plan**
  - Imagery Audience: Millennials, Boomers, and Families
  - Continued SEM strategy has been beneficial for SEO and SEM, includes AugustineIdeas and Nobel Studios working together.
  - Recommended Special Travel Sectors in the San Francisco Chronical, for a Fall promo, Fall / Winter promo, and Spring promo.
  - Pandora will perform with leisure travelers from the Bay area, targeting audiences 25-54 years of age.
  - Sunset included 3 inserts, September thru January and March full page ad, as well as a featured destination on their website with added exposure, at no additional funds.
  - BART features expnded Bay Area exposure, allowing opportunity to add two flights, August to September, and January to February running 6 weeks each.
    - Tenaya Lodge needs the Bay Area, due to it being the majority of their overnights.
  - Jeff Bray questions why we are not targeting the Central Valley. AugustineIdeas will conduct research to target the audience of the Central Valley.
  
- **Augustine Presentation on new Fall Creative**
  - Presented a Bear with a fall image.
  - Presented a Fox with fall image.
  - New version ideas, Hawk, or a Falcon, a Coyote.
    - Suggested from Kathrin at Tenaya if we focus on a coyote, in early fall, let's focus on nighttime as they are a nocturnal animal. Idea; Starry Night meteor shower imagine within the Coyote.
    - Agreed that the face shot of the bird looked the best.
    - Agreed that the Coyote howling upright also looked the best.
  
- **Website Updates**
  - 300,000-page visits average of 3.6 minutes per page, “Places to Stay” is the top visited portion of the website. 62% of page visits is organic.



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- Monthly meetings with Noble Studios, able to optimize the website for keywords.
  - 4-5 lodging pages that were also optimized with increased visits.
  - Horseback riding is getting a lot of attention.
  - DMO website study, 13 different DMO websites in California which received feedback from their users using the websites with 379,000 returned surveys. The survey showed a lot of what we are doing already.
  - Boomers still use Travel Planners, however the Millennials do not, and they are the target audience.
  - Millennials have an ROI of \$300 per day spend on travel.
  - DMO research with booking engines such as Jackrabbit will show rather or not we should continue to utilize their service, continued research.
- **Co-operative Marketing Update**
    - The Korean Fam tour enjoyed the “Western Theme”, Zipline adventure as well as their time in Mariposa County.
      - The end result, the request for a list of all appropriate properties, there is substantial value with moving the guests from Fresno, into Mariposa County.
      - Price may be in question when working with the Korean Market, extra effort will be prominent in the long run, please work with them if you can.
- **Survey to Lodging Properties**
    - Lodging partners survey will be going out next week, which will break down any concerns that they may have.
    - Plan to do this on a quarterly basis.
- **2017-2018 Marketing Budget Preview**
    - The budget was reviewed.
    - Suggest a research item be added to the budget for Vacation rentals and Bed & Breakfasts.
    - Revised Budget and recommended changes to be emailed to the board next week.
- **Miscellaneous Topic Updates**



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- Noel Morrison:
  - Spring photo shoot is this weekend, Augustine provided a short list of different things to better focus on the spring campaign, along with the availability of cross promotion with larger named brands.
  - Partnered with Pendleton Wool with some blankets and garments to use, LoveStich is another women's wear clothing company, Grayl water bottles, they are like life straw (Grayl was an ATTA connection).
- Scott Gediman:
  - Tioga Pass will be a while, as they have been running into issues, looking at opening up late June.
  - Glacier Point is open, it was closed for a couple of days due to snow.
  - Trails are still snowy
  - Media including International Media has been heavy in the Valley the last 2 weeks due to the waterfalls, secret waterfalls, and the missing Navy Seal.
  - Construction will be finished next week, posted new signage, communication with visitors, new Valley maps.
  - Shuttle from Badger Pass parking area to Glacier point available.
- Kevin Shelton:
  - Safety concern in regards to camper vans parking overnight on the turn out in front of Yosemite View Lodge. Currently working with Cal Trans and CHP.
- Vicki Imrie:
  - Could we educate all of the lodging partners with information to pass along to their guest in reference to where to go for attractions, what to do etc?
- Donna Davis:
  - Suggested that from the website, what if there was an app available? Julie responded our website is mobile friendly, Noel also responded indicating that the Park already has an app in place as well.
- Jeff Bray:
  - Currently working on sending out an automatic itinerary based on the user's searches within their website, of course sending out pre-arrival on a 60, 30, 10-day pre-arrival suggestion, this is a work in progress.

### ➤ **ACTION MATTERS, REGULAR AGENDA**

- **Approval of Minutes from February 16, 2017**



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- Jeff Bray motioned for approval of minutes, Donna Davis seconded, all were in favor with non-opposed.

- **Discussion and (possibly decision) on Adventure Travel Trade Association 2020 sponsorship**

- Discussion only.
- Approximately 200 attendees, with a limited number of buyers, however, those 200 attendees are larger destinations that could profit a relationship for future bookings.
- Tenaya Lodge would still be interested in hosting ATTA 2020.
- Terry will request a list from ATTA to where the last 3 events were hosted.

- **Recommendation for Approval of 2017-2018 Marketing Budget**

- Vicki Imrie motioned for the marketing budget and recommended changes to be sent to the board next week, Donna Davis seconded, all were in favor with non-opposed.

- **Approval of Fall Creative Concepts**

- Donna Davis motioned for approval of the fall creative, Jeff Bray seconded, all were in favor with non-opposed.

➤ **COMMENTS FROM COMMITTEE AND STAFF**

➤ **ADJOURNMENT**

- Adjourned at 4:50 pm.