



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
BOARD OF DIRECTORS REGULAR MEETING**

Miners Roadhouse 140
5159 CA Highway 140
Mariposa, CA 95338

**Wednesday, March 28, 2018
1:30 PM**

AGENDA

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
- Treasurer's report
- TBID Renewal Report
- Advertising ROI Results
- TOT Report
- Social Media Report
- Marketing Update
- International Report
- Consumer and Travel Trade 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 meeting minutes for November 1, 2017, Board Meeting.
- Approval of special meeting minutes for December 5, 2017, Teleconference Board Meeting.
- Approval of meeting minutes for January 10, 2018, Board Meeting.
- Consideration of accepting Kim Brisack as new board member.
- Request for Approval of dedicated reserve fund and formula/procedures to establish.

CLOSED SESSION – PERSONNEL MATTERS

COMMENTS FROM BOARD AND STAFF

ADJOURNMENT