



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU**  
Board Of Directors Meeting Minutes  
January 10, 2018

**In Attendance:**

**Directors Present:**

Kevin Shelton – Yosemite Resorts  
Maryann Huff – Northern Mariposa County  
Barbara Robinson – Indian Peak Ranch  
Jeff Bray – Aramark Yosemite Hospitality  
Douglas Shaw – Yosemite Bug Rustic Mountain Resort

**YMCTB Staff:**

Terry Selk – Director  
Julie Hadzega – Travel Trade & Operations Manager  
Carrie Kidwell – Administrative Assistant

**Advisors Present:**

Candy O’Donel-Browne – Community Member  
Scott Gediman – Yosemite National Park  
Merlin Jones – Mariposa County District II Supervisor

**Visitors Present:**

Kim Lawson – Lawson Studios  
Greg Little – Mariposa Gazette

**CALL TO ORDER:**

- Meeting called to order at 1:41 pm by Kevin Shelton. No quorum, no action matter votes available, and no items needed for immediate attention.

**SELF-INTRODUCTION BY ALL IN ATTENDANCE**

- Introductions were made

**PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA BUT WITHIN THE SCOPE OF THIS BOARD**



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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.

- Maryann Huff indicated Coulterville will be hosting a Gala Event of local artist; YMCTB will purchase some tickets to the event and create a donation item for their raffle.

### **INFORMATION AND PRESENTATION MATTERS**

- Yosemite National Park update
  - Visitation totals 4.2 – 4.3 Million.
  - Snowfall is minimal, NPS does not plan to reopen up Glacier Point or Tioga pass despite Highway 89 reopening. Construction in Yosemite Valley, Highway 140 / El Portal, and the Wawona road between Chinquapin and the South gate is ongoing.
  - Proposed Park Fee public comments forum closed with approx. 50,000 to 60,000 comments made.
  - Half Dome ice rink is open and operational. Skates and tickets are available at the Half Dome Desk.
  - Planning stages of visitor access for Horsetail Falls, as this year it may be earlier in February, NPS is currently working on a plan taking into effect the issues in the past, human waste, litter, resource concerns, as well as parking.
  - Starbucks has a contract with Aramark, to sell Starbucks product, employees will remain as Yosemite Hospitality i.e. Aramark. The location will be at the Yosemite Lodge food court. A renovation project of the food court including a name change, to “Basecamp Café” with an estimated time of opening, April 2018.
  - Current legal documents regarding the name change have been given an extension to February 2018.
  - Mariposa Grove is still a hard closure, even in the winter as it is an active construction zone. Aiming for Springtime opening. The weather has been nice, which has been beneficial in the progress.
- Townsend/Public Affairs Report
  - Proactive in the legislative efforts of the backlogs of park maintenance.
  - Working with representatives of CalTrans regarding efforts to support the 100<sup>th</sup> anniversary of State Route 49.
  - Efforts identifying sustainable funding for YARTS to ensure continued services to enhance tourism in Mariposa County and Yosemite National Park.
- Treasurer’s report
  - Douglas Shaw went over the financials. BID has increased 1.7%, expenses are up 14.5% compared to last year. Communications down 92%, certain portions of the



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funds have been shifted over to other forms of advertising. Consumer trade is down 25% due to less consumer trade show attendance. Fams/Trade/Media is down 25% due to the time of year, FAMS tend to come through in the spring and fall.

- International Offices are down, as the UK office billing has been delayed on their end.
  - Milage is down 44%, there are less travel expense, fewer events/trade shows.
  - Reprinting of the Japanese mini planner, the travel planner, and town maps caused the increase in brochures.
  - Overall operations are at 87% of normal.
- ROI Study Status Report
    - The development of this study has included more information than what was expected. Due to the forthcoming holiday, an internal decision was made to wait until after the holiday to get the survey out, as there is a minimum number of surveys needed. Last two weeks of January they will be collecting data. Official report to be available around the end of February. Total cost for the ROI study is \$28,600.00 and these funds will be taken out of the County's contracted money.
  - TBID Status Report.
    - Management district plan has been turned over to the County. Prior to it being sent out to our lodging partners, the County must first approve it. We can revisit on how we choose to do a paper mail-in ballot or electronic ballot. The request was made to Merlin to check with Dallen (CAO) as this is a timely manner, and at the most recent BOS meeting this matter was not yet voted upon.
  - Grand Jury Meeting Summary
    - Kevin Shelton went with Terry Selk when they did a presentation to the BOS, in reference to how we orchestrate where the funding comes from, shared financials, bank accounts, as well as the budget. They spoke on the marketing program, along with what role YMCTB has on a domestic and international level. They also mentioned that the Grand Jury was responsive and appreciative of the information provided, and that it, in fact, did help grand jurors understand more of what YMCTB does. There was quite a bit of misconception.
  - Post Board of Supervisors Presentation Report
    - Merlin Jones noted that during a recent Board of Supervisors' discussion, it was recommended to rotate the BOS advisors that serve as liaison since Kevin Cann had been apart of YMCTB for quite awhile. Merlin would be staying on, and Marshall Long would be replacing Kevin Cann's position as liaison.
    - Terry presented an end-of-year recap and mid-year review on where YMCTB is, what's been done and what's coming along. He also included information on how the County's money has been spent and how it is budgeted. He emphasized how



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important the County funding is for all of Mariposa County businesses, and noted that MDP laws indicate that without the county funding, marketing is only required to promote the lodging partners.

- Marketing Update
  - BANG (Bay Area News Group) eBlast with 7,500 Opens with an actual at 101.6% of goal. The December eBlast performed well, resulting in more than 850 clicks to the website. Co-op partners Tenaya Lodge received 262 clicks, and The Redwoods received 106 clicks.
  - 2 consumer trade-shows for Bay Area Travel and Adventure, and LA Travel and Adventure.
  - 2 trade development trade-shows for Salt Lake City, and Los Angeles.
  - 1 upcoming FAM Tour; Travel Managers and Qantas Airways which is based out of Australia, scheduled for March 24 to 26 2018.
  - Social Media has seen a steady increase in engagement across all social networks. Holiday messaging received great feedback for December 2017.
  - Facebook received 0.15% increase in overall performance.
  - Twitter is showing a continued decline in followers, however, post impressions have increased, engagement has remained steady, and continued experiments with this platform will continue.
  - Instagram has made a significant increase of 2.75% in followers for the month of December. This was accomplished purely organically.
  - Pinterest remains steady, new goals will be set for this platform for 2018.
  - Staff attending monthly Mariposa merchant meetings, participated in the beautification efforts spearheaded by the Mariposa Heritage Committee, including the Butterfly Wall, and Chamber parking area. Funded and participated in holiday decorating of Mariposa downtown corridor.
  - Qantas airlines will fly 4 times a week from Australia to San Francisco at 600 people per inbound.
  - CoopDer is the largest outbound in Germany, there is a half page share with Mammoth lakes regarding a California feature. Specific mention of Mariposa Yosemite, as well as the history museum in Mariposa.
  - Danish travel market is expecting a huge outbound in 2018, at 23% of travel is to explore new cultures and regions with a 2-5 night stay. Accommodation is what they research the most, researching dining next, visitor experiences third, and then flights. Hotel preferences are largely driven by price, then location, followed by facilities, service and wifi.
  - Media outreach has hit 10 million people in Scandinavia
  - In the UK, the economy is expected to grow in 2018 with the currency increasing over the US Dollar.



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- A recent survey showed 64% of outbound travelers rely on a travel professional.
- GoPro Australia is getting closer to arrival, currently 3 ambassadors for 6 days here in Mariposa County. Currently waiting on finalization
- 2 film crews will be visiting as a result of the Visit CA Campaigns.
- American Trails will be in Mariposa in late March doing a destination piece.

### **ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA**

- Approval of meeting minutes for November 1, 2017, Board Meeting.
  - Not available, as a quorum was not met.
- Approval of special meeting minutes for December 5, 2017, Teleconference Board Meeting.
  - Not available, as a quorum was not met.
- Request for Approval of dedicated reserve fund and formula/procedures to establish.
  - Not available, as a quorum was not met.

### **COMMENTS FROM BOARD AND STAFF:**

### **ADJOURNMENT**

- The meeting was adjourned at 3:25 pm.
- Closed session