



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board Of Directors Meeting Minutes
December 5, 2017

In Attendance: Teleconference

Directors Present:

Kevin Shelton – Yosemite Resorts
MaryAnn Huff – Northern Mariposa County
Paul Ratchford – Tenaya Lodge at Yosemite
Christian Mueller – The Redwoods in Yosemite
Barbara Robinson – Indian Peak Ranch
Jeff Bray – Aramark Yosemite Hospitality
Douglas Shaw – Yosemite Bug Rustic Mountain Resort
Sara Zahn – Jeffrey Hotel

YMCTB Staff:

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

Advisors Present:

Candy O’Donel – Community Member
Scott Gediman – Yosemite National Park

CALL TO ORDER:

- Meeting called to order at 3:05 pm by Kevin Shelton

SELF-INTRODUCTION BY ALL IN ATTENDANCE

- Kevin Shelton took roll call.

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.

INFORMATION AND PRESENTATION MATTERS



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- None

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Change for the TBID renewal
 - After a recent meeting with our County Board of Supervisor liaisons, concern over the prospect of increasing the TBID rate up to 3% was expressed. Such an increase, if realized, would result in over \$5 million per year in collections which would be difficult for County to approve. Question posed to the Tourism Bureau BOD should the proposed maximum cap be reduced from 3% to 2%?
 - Barbara Robinson motioned to amend the TBID proposal from 3% down to 2% over the course of a 10-year term equaling a maximum rate of 3% if realized. Christian Mueller second the motion, all were in favor with none opposed.

COMMENTS FROM BOARD AND STAFF:

ADJOURNMENT

- The meeting was adjourned at 3:21 pm.