



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
MARKETING COMMITTEE MEETING**  
Mariposa County Human Services Department  
Mariposa Room  
5362 Lemee Lane  
Mariposa, CA 95338

**Wednesday, May 9, 2018  
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**

- Yosemite Status Report
- International Report
- Consumer and Travel Trade Report
- Social Media Report
- 18-19 Website Proposal - Noble Studios
- 18-19 Advertising Proposal– Augustine
- TBID Status
- Revisit Mariposa County Billboards
- Preliminary Budget Discussion
- Executive Director Position Update

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

- Approval of October 26, 2017 minutes.
- Approval of March 14, 2018 minutes.
- Consideration of proposal for international marketing consultancy

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

### **ADJOURNMENT**