



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Marketing Committee Meeting Minutes
October 26, 2017

In Attendance:

YMCTB Staff:

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

Marketing Committee:

Kevin Shelton – Yosemite Resorts
Jamie Richards (In place of Scott Gediman) – Yosemite National Park
Vicki Imrie – Yosemite Ziplines and Adventure Ranch
Jeff Bray – Yosemite Hospitality
Douglas Shaw – Yosemite Bug Rustic Mountain Resort
Kathrin Poetter – Tenaya Lodge at Yosemite
Yuli Gotsev – The Redwoods in Yosemite

Visitors:

Kayla Lang – Marketing Manager, Tenaya Lodge

CALL TO ORDER:

- Meeting called to order at 1:37 pm by 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.

- None



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INFORMATION AND PRESENTATION MATTERS

- Yosemite Update:
 - All fires are slowly being contained. The Empire Fire is still active. There have been a few snow storms already in the higher elevation.
 - Public comments are available to be made through the National Park Service website directly in response to the potential park fee increase. This is available for the next 27 days. Should the rate increase move forward, this would be in effect starting October 2018 for private cars and vehicles and May 2019 for commercial/motorcoach operations.
 - The proposed fee increase for tour buses would be significant, increasing to as much as \$1,200 for 52+ pax but for most, the rate would rise to \$900 per entrance per Park, from the current \$300. The standard private car entrance fee would increase from \$30 to \$70. Yosemite National Park annual pass would increase from \$60 to \$75. America the Beautiful will remain the same at \$80.
 - Re-opening of the Mariposa Grove has been delayed until Spring due to weather and environmental delays.
 - It was asked if Jamie could gather some information in regards to the Mariposa Grove parking area, such as individuals and coach buses, how it would work with the tram etc.
 - Tioga pass is still open until the first heavy snowfall.
- Fall/Winter Booking Status Reports:
 - The Redwoods is pacing well compared to last year, even with the fires. November and December are weak which is expected.
 - The Tenaya Lodge experienced an increase in shorter lead bookings this past year, possibly due to the absence of any Park anniversaries.
 - Yosemite Resorts has seen a bit of a set back compared to last year which was a record year.
 - Yosemite Bug has found it hard to keep rates high during the shoulder season as other lodging partners have been lowering their rates online.
- Grand Jury Compliance Status:
 - YMCTB has fulfilled the requirements requested by the County for a compiled and reviewed financial report for each of the past five years as called out by the GJ.
 - Julie is compiling analysis for the County in regards to our entire budget and allocations of dollars of both County and TBID funds.
 - Terry will be making his annual report to the Board of Supervisors on November 14th, which he will also be detailing this information.



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- Communication Manager Search Status:
 - The position has been advertised on several different platforms, however, have not received any inquiries. Closing date is November 1st, 2017. We will expand the notification to social media, LinkedIn, and other online options.
- Management District Plan Status:
 - Minor changes to content made and submitted to County for review. County will advise any further changes or approve before moving to a referendum. At this time, we are still on schedule for completion by end of April.
- Research Study Status:
 - Proposed advertising ROI study by Destination Analysts preented. DA is highly respected within our field. Cost is \$28,600.00. Will take approximately 8 weeks to complete.
- Website Update:
 - Compared to last year, overall traffic was up 17%, with almost 20,000 sessions. Organic search is up 33% over 25,000 additional sessions. Social media traffic is up 100%.
 - The website is being updated with the Fall/Winter content. Social media contractor working with Noble to maximize response to content across website and social media platforms.
 - Unique landing pages launched to correspond to individual ad campaigns. Initial campaign reporting shows specialized content is improving engagement as Sunset ad users came to the site, and visited up to 6 pages with a low 19% total bounce back rate.
 - Yosemite.com has more click-through rates than the industry average.
 - Non website related.
 - Created a new destination overview in the branding style, and launched the constituent Enews letter for the Fall, announcing the release of the annual marking plan.
 - AugustineIdeas provides a monthly report, which is available in our office.
 - Any unscheduled advertising will be digital to address weak November and December booking period.
 - Julie will send a social media report to everyone via email as it was unavailable in time for the meeting.
 - Per request, staff will address the issue of more co-op availability.
 - Request for the last stats for the previous 6 months, Julie will request Noel to gather data to email out.
- Travel Trade Update:



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- The German FAM was very successful with approximately and had 15 people. The UK Super FAM celebrated its 10th year. There were two other FAMS, one of which was a journalist.
- GOPRO is being targeted for a promotion in the Australia market. If approved, it would consist of 3 film crew visiting Mariposa County for two to three days. At this time they are working on airlines, to find comp seats.
- Black Diamond, our UK office, has pitched an idea involving sponsorship of the Northface speaker series. This would be inclusive of The United Kingdom, Germany, and France. Promoting a consumer campaign with an invitation to the public, Northface did not agree to do so this round, however, there is interest for future possibilities.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of August 24, 2017, Minutes:
 - Corrected Donna Nassar, Bed and Breakfast Association, Kevin Shelton motioned with a correction to approve the August 24th, 2017 minutes. Kathrin Poetter second the motion, all were in favor, with none opposed.
- Consideration of Visit CA Korea Olympic Campaign:
 - Kathrin Poetter motioned for the tier 1 campaign, Jeff Bray second the motion, all were in favor, with none opposed.
- Consideration of Visit CA Canada Campaign:
 - Kathrin Poetter motioned for the whole package of the campaign, Jeff Bray second the motion, all were in favor, with none opposed.

COMMENTS FROM BOARD AND STAFF:

- Travel Trade: Club CA which has a presence in Asia, China, and Japan, has ongoing educational seminars for travel agents and consumers.
- There was an article in this week's Gazette involving a follow-up by the editor to comments made in the Board of Supervisors regular scheduled weekly meeting.

ADJOURNMENT

- The meeting was adjourned at 4:07 pm.