



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
March 28, 2018

In Attendance:

Directors Present:

Kevin Shelton – Yosemite Resorts
MaryAnn Huff – Northern Mariposa County
Jeff Bray – Aramark Yosemite Hospitality
Douglas Shaw – Yosemite Bug Rustic Mountain Resort
Dane Carlson – Mariposa County Chamber of Commerce
Donna Nassar – B&B Association
Christian Mueller – The Redwoods In Yosemite

YMCTB Staff:

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

Advisors Present:

Scott Gediman – Yosemite National Park
Marshall Long – Mariposa County District III Supervisor

Visitors Present:

Robert Fox – Local Resident
Andy Walden – Nobel Studios
Alexis Khan – Augustine
Lindsay Moore – Augustine
Victoria Imrie – Yosemite Zipline & Adventure Park

CALL TO ORDER:

- Meeting called to order at 1:34 pm by Kevin Shelton.

SELF-INTRODUCTION BY ALL IN ATTENDANCE

- Introductions were made.



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU

Board of Directors Meeting Minutes

March 28, 2018

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.

- Kevin Shelton welcomed Marshall Long as the new Board of Supervisor Liaison for the board.
- Terry Selk welcomed Laura Wattles, Yosemite Mariposa County Tourism Bureaus, Communication Manager.
- MaryAnn Huff mentioned the wildflowers in the north county are in bloom. Coulterville was very busy during the storm. There is a large sinkhole along Highway 132, which does have a detour, this detour does go through a neighborhood. The detour is marked as well.
- Marshall Long requested that a Mariposa County Update be added to the agenda moving forward. During the recent flood, there was a lot of damage, loss of access to some homes, which they are currently still working on a solution. There was also, unfortunately, loss of life during this recent flood. The county is using local contractors to help rebuild. Currently working on FEMA flood insurance, as Mariposa County currently does not have the option.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park update

- Starbucks has officially opened in the Base Camp Eatery formally known as the Food Court at Yosemite Valley Lodge.
- Yosemite National Park has a new Superintendent, Michael “Mike” Reynolds. He will be a great addition to the Park. With his background working in Yosemite National Park, as well as in the DC office managing 417 parks, he also holds roots in Mariposa.
- Dog Rock slide area along Highway 140 had some debris with a small closure during the last storm.
- There is a new project at Bridalveil Falls parking area that will add approximately 30 additional parking spots.
- The Mariposa Grove Dedication Ceremony will be held on June 14, 2018, with the public opening on June 15, 2018.
- The poppies are in bloom in the park.
- January 2018 was busy, however, March 2018 the park saw fewer numbers.



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
March 28, 2018

Treasurer's report

- \$437,718.79 current balance.
- Profit & Loss income is down 53%, due to a delay in receiving the county contracted funds. .
- Advertising and Marketing is down 11.91%.
- Communication is 86 %, spending less this year.
- Registration costs are \$3,810.00 versus \$64,758.00 this is due to the timing of bills, overall down 88%.
- International offices are also down 26% due to billing cycles.
- Travel Costs are up 6%.
- Operations are up 33% due to Civitas and the TBID renewal.
- Salary is in line.
- Balance versus actuals, most things are inline at 108% overall.

TBID Renewal Report

- Terry Selk mentioned that 77.7% of ballots were returned. Please make a note that there are two important dates coming up about the TBID renewal.
 - April 10th will be the first of two public meetings, this is a non-action meeting.
 - April 24th will be the public hearing and final consensus on the renewal.

Advertising ROI Results

- We received the ROI results from Destination Analyst. A presentation on the ROI results during the Board of Supervisors meeting on April 24th. An overview of the results are as followed:
 - Direct visitor spends \$18.9 million
 - Overall ROI per \$1 invested was \$42.88.
 - Taxes generated for localities by the campaign with a total of \$608,895.
 - Overall tax ROI per \$1 invested was \$1.38. A positive outcome of the ROI study.



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
March 28, 2018

TOT Report

- On pace to last years numbers, it is pacing almost dollar, for a dollar.
- There will be a joint meeting on April 19th with the Board of Supervisors, and our board to discuss TOT. Please plan to attend if available.

Social Media Report

- Instagram has had an 8% growth in followers, where Facebook sits at a 2% growth. This has all been done organically.
- The strategy will be re-evaluated as there have changes in the newsfeed, with new algorithms. There has been a great amount of engagement on our posts, which helps keep the posts showing on Facebook.
- There has been a drop-in reach on Facebook, may want to look at future possible “Boosts of posts”.
- Facebook LIVE and videos are on the rise.
- The blog posts perform very well.

Marketing Update

- See International Report, and Consumer and Travel Trade Report.

International Report

- Higher optimism for 2018 travel, the international offices are showing some resistance for earlier bookings. There is a small increase from 2017.
- The Scandinavia/Denmark Travel show was smaller; however, individuals spend more money to come to these shows, solely to ask questions about destinations. The questions that were asked, show that they are passionate to learn about Yosemite/Mariposa County.
- During the Denmark ambassador’s speech, Terry noticed that the ambassador is very supportive in promoting Tourism, and specifically economic impact to the USA.
- There were twenty-eight exhibitors from California, during ITB, which is the largest region represented. This event held over 4000 attendees.
- The Battle Trip Footage was shown, this included two destinations and two celebrities from Korea. Unfortunately, the group that included Yosemite did not win although it was a close vote. While they were in Yosemite, the Korean group which consisted of an actor, and an actor/singer traveled with approximately thirty others for the footage. While the



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU

Board of Directors Meeting Minutes

March 28, 2018

group was at Tunnel View, a Korean Tour bus stopped and the travelers on that bus recognized the celebrities. Once the show aired, there were approximately three million views, viewer age ranging 25-54. The show aired twice, with five re-runs.

- The Visit California beverage truck at the Winter Olympics in Korea consisted of paper cups decorated with a map of California, on the map it highlighted the winter destinations. The beverage truck had three types of iconic California beverages, Ghirardelli's hot chocolate, Blue Bottles Coffee, and Wine from Sonoma and Napa. These were served to more than 500 onsite visitors.
- The virtual reality experience provided during the Winter Olympics gave an opportunity for more than 5,000 onsite visitors exposed to the branding.

Consumer and Travel Trade Report

- The Bay Area Travel Show had around 22,000 attendees with the Los Angeles Travel show with 32,000 attendees. This year there was no Rock Wall, however, Visit Madera and Mammoth set up a virtual reality experience in the pavilion. Mammoths display consisted a large display of a Woolly Mammoth made from Styrofoam.
- A handful of FAMS, Virgin Holidays from Australia, Travel Managers from the UK, and a journalist from the UK
- The four GoPro ambassadors from Australia came to Mariposa and stayed for the week. Some highlights of their trip included an Airborne Aviation aerial tour, ziplining, bicycling, and archery at The Tenaya Lodge. They got a lot of good coverage and engagement on Instagram. It was great to see them work together, as three out of four didn't know each other. Overall combined they have around 500,000 followers, great outreach.

Website update and Proposed 18-19 Activities - Noble Studios

- 500k leads to local business, 1M individuals on site, with 5M page views
- \$1 per conversion for SEM, with a 20-25% conversion rate in lodging compared to other DMOS at 10%
- Trending 2018 Travel experiences include: Recharging in nature, unplugging, the one-off experience you can't get anywhere else, a unique story to take home, learning about a county/culture, and stunning locations that are "Instagrammable".
- Current Website traffic; 80% USA, 4.5% UK, and 2% Australia.
- Moving forward, be authentic, local perspectives, and authentic experiences. User-generated content doesn't oversell, local expertise, be consistent through all social



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU

Board of Directors Meeting Minutes

March 28, 2018

channels of the brand/voice, information regarding trail closures etc. Videos are becoming the number one medium, content calendar with frequencies and goals, example; Five blogs a month, and ten social posts a week.

Advertising update and Proposed 18-19 Activities – Augustine

- BART mobile campaign performed less than half of goal, Augustine will be contacting BART as the ad is very small when reviewing on a mobile device.
- BART offline performed with 142.5% of goal.
- Pandora with 249.1% of goal.
- Print campaigns are underperforming, looking ahead into 2018/2019 there will a mix of different digital components. The print is important, such as the San Francisco Chronicle, for example, there may be a possibility to partner with “Diablo Magazine”.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of meeting minutes for November 1, 2017, Board Meeting.
 - Jeff Bray motioned to accept minutes, Donna Nassar seconds the motion. All were in favor, with none opposed.
- Approval of special meeting minutes for December 5, 2017, Teleconference Board Meeting.
 - Jeff Bray motioned to accept minutes, Donna Nassar seconds the motion. All were in favor, with none opposed.
- Approval of meeting minutes for January 10, 2018, Board Meeting.
 - Donna Nassar requested that the names be corrected in the minutes, as she was in attendance, and it is absent in the minutes.
 - Jeff Bray motioned to accept minutes with the acknowledgment that the correction would be made. Donna Nassar seconds the motion. All were in favor, with none opposed.
- Consideration of accepting Kim Brisack as a new board member.
 - Donna Nassar motioned to vote Kim Brisack as a new board member, Jeff Bray second the motion. All were in favor, with none opposed.



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU

Board of Directors Meeting Minutes

March 28, 2018

- Request for Approval of dedicated reserve fund and formula/procedures to establish.
 - Douglas Shaw motioned to make another bank account specifically for a dedicated reserve. He suggested that we move over the money market account funds to a new account that would act as the dedicated reserve account and close the money market account. We will look into which account holds the highest interest and report back.

COMMENTS FROM BOARD AND STAFF:

- MaryAnn Huff requested that there be a top line of discussion regarding the upcoming Board of Supervisor, and Board of Directors joint meeting. We will host a Teleconference call on April 11, 2018, to go over the discussion.

ADJOURNMENT

- The meeting was adjourned at 4:42 pm.