



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes – Special Meeting
April 11, 2018

Teleconference Meeting In Attendance:

Directors Present:

Kevin Shelton – Yosemite Resorts
Douglas Shaw – Yosemite Bug Rustic Mountain Resort
Barbara Robinson – Indian Peak Ranch
Donna Nassar – B&B Association
Kim Birsack – Northern Mariposa County
Jeff Bray – Aramark Yosemite Hospitality
MaryAnn Huff – Northern Mariposa County
Dane Carlson – Mariposa County Chamber of Commerce

YMCTB Staff:

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

Advisors Present:

Scott Gediman – Yosemite National Park

Marketing Committee Present:

Victoria Imrie – Yosemite Zipline & Adventure Park
Yuli Gotsev – The Redwoods In Yosemite

CALL TO ORDER:

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

SELF-INTRODUCTION BY ALL IN ATTENDANCE

- Introductions were made.



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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.

- The position has been posted for the Director position and has received 36 applicants so far.

INFORMATION AND PRESENTATION MATTERS

Discussion regarding Mariposa County Board of Supervisors (County) and Yosemite Mariposa County Tourism Bureau (Bureau) Board of Directors joint meeting.

- Terry Selk and Kevin Shelton from the Bureau proposed an idea to Dallin Kimble and two County Board of Supervisors to schedule a joint meeting between the two entities.
- The meeting has been scheduled for April 19th at 10:00 am at the Board of Supervisors Chambers. This meeting will be the first of its kind.
- Topics to be discussed:
 - County proposed TOT increase and how it will affect lodging.
 - Housing issue.
 - Misunderstandings and misperceptions between both entities.
 - The support of tourism by the County.
 - How to move forward and work together.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- There are no actions to be taken as a result of this meeting.

COMMENTS FROM BOARD AND STAFF:

ADJOURNMENT

- The meeting was adjourned at 3:00 pm.