



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
MARKETING COMMITTEE MEETING - MARKETING
RETREAT**

Yosemite Bug Rustic Mountain Resort
6979 A State Highway 140
Midpines, CA 95345

**Wednesday, October 17, 2018
9:00 AM – 3:00 PM**

A G E N D A

9:00 AM

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

- Introduction - Jonathan
 - Retreat goals
 - Priority focus – Integration
- Discussion Items & Activity
 - Review and discuss YMCTB Mission/Positioning/County Contract Agreement
 - Brand Identity and possible updates – Augustine Agency to present
 - **SWOT Activity – Focus on competition set**
 - Website Analytics & Insights – Noble Studios to present
- Marketing:
 - Advertising and Promotion Discussion
 - Current plan
 - Co-Ops
 - Partnerships & more
 - Sales
 - Trip, Travel & Trade Shows
 - International
 - Travel Trade and Tour Operators
 - Groups
 - Niche Markets & More
 - Public Relations
 - Strategy
 - Press, media coverage, FAM's and releases
 - Content curation & more
 - Distribution



- Website Booking Engine?
- Special offers process
- Reputation Management
- Film Commission
 - Priorities
 - Content
 - Representation
- 12: 30 PM Working Lunch & Wrap on “general” overall discussion
- Closed session
 - Budget Review
 - Special tactic considerations
 - Data & Research

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of Marketing Committee Minutes for May 9, 2018
- Approval of list of Next Steps to present to the Board of Directors Meeting on October 25, 2018

ADJOURNMENT Expected Aproximatly 3 PM