



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
October 25, 2018

In Attendance:

Directors Present:

Kevin Shelton – Yosemite Resorts
Douglas Shaw – Yosemite Bug Rustic Mountain Resort
Donna Nassar – B&B Association
Paul Ratchford – Delaware North – Tenaya Lodge
Jeff Bray – Yosemite Hospitality
MaryAnn Huff – Northern Mariposa County
Victoria Imrie – Yosemite Zipline & Adventure Ranch (Marketing Committee)

YMCTB Staff:

Jonathan Farrington – Director
Julie Hadzega – Travel Trade & Operations Manager
Laura Wattles – Communication Manager

Advisors Present:

Scott Gediman – Yosemite National Park
Merlin Jones – Mariposa County District II Supervisor
Yuli Gotzev - The Redwoods in Yosemite (on behalf of Christian Mueller)

Visitors Present:

None

CALL TO ORDER:

- Meeting was called to order at 1:40 pm by Kevin Shelton.

SELF-INTRODUCTION BY THOSE IN ATTENDANCE

- Self 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 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.

- MaryAnn Huff thanked YMCTB for their support at the Coyote Fest. The citizens of Coulterville were happy to see that YMCTB staff came to volunteer. The event was a huge success and bigger and better than previous years.
- Kevin Shelton announced that "Sausage and Suds" was happening this Saturday (October 27th) at the Fairgrounds. The event is a fundraiser for the Friends of the Fairgrounds. There will be 20 different kinds of sausages to sample and 100 types of beer.

INFORMATION AND PRESENTATION MATTERS

- Yosemite National Park Update. – Scott Gediman
 - Scott Gediman spoke about the tragedy of the two people who fell from Taft Point in the Park. He has been managing the media surrounding this incident.
 - There was an event at the YNP post office unveiling the "First Responder" stamp.
 - Scott got to spend a good amount of time with the Ryan Zinke the United States Secretary of the Interior during his visit to YNP.
 - Fire update – Everything in YNP is open.
 - Scott attended the unveiling of NatureBridge new facility in Yosemite West.
 - There is an upcoming project relating to updating the bathrooms, trail and parking area at the Bridalveil Falls.
- Mariposa County Update. – Board of Supervisors – Merlin Jones
 - Merlin Jones spoke about the adjustment to the County budget due to the loss of TOT revenue from the Ferguson fire. The County is having to dip into their reserves. He predicts that it will take 2-3 years to catch up. The BOS is discussing cutting county services.
 - Burning in the County has started to help with fire abatement. The first burn was located on the Long Ranch and was also used as a learning tool for new CalFire firefighters.
 - Cal Trans is predicting that they will need to periodically close the roads before flooding happens this winter.



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- The County needs to think long and hard about starting new programs and they don't have any money to give currently.
- Work is still being done on the homeless issue.

- Treasurers report. – Douglas Shaw
 - TBID monies from May and June were deposited in July thus making the balance higher than expected.
 - There was a non-budgeted spend for \$53,000 for recovery efforts for the Ferguson Fire. We have received a grant from Visit CA for \$25,000 to help defray this unexpected expense.
 - Communications expense is down from last year.
 - International office expense is on par.
 - Travel meal and entertainment expenses are down 46 % from last year.
 - Operations expense is down 21%

- Recap of Marketing Retreat – Jonathan Farrington

Jonathan went over the powerpoint presentation slides from the retreat (see attached).

Topics Highlighted:

- SWOT Analysis focusing on how we compare to our DMO competitors (Mammoth, Madera, Toulumune, Mono). See attached.
- Presentation by Augustine regarding the history on our branding and creative.
- Presentation by Noble Studios regarding Yosemite.com.
- Review of County Contract – YMCTB is to use those monies to support the whole County and not just Yosemite National Park.
- Content – Finding different ways to collect authentic content for website and marketing materials. A vacation rental owner has submitted a blog post regarding the reasons why someone should stay at a rental instead of a traditional hotel.
- ENewsletter Marketing – A new format of the Consumer newsletter is being developed.
- Lodging Survey – 78 properties responded to the survey (results attached).
- Mariposa County Film – Bill Lowe, retired Hollywood film Editor has developed a cinematic film focusing on all areas of Mariposa County. YMCTB is sponsoring the cost of the music score.
- Media Training – YMCTB and Scott Gediman from YNP are working on an education seminar focusing on working with media.



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- Group Sales Efforts – YMCTB will consider working with a third party representative for this effort.
- Research – YMCTB is looking into companies who compile and provide research data on visitor behavior. HMA (Hospitality Marketing Associates) will be sending a proposal.
- Public Relations – The committee has agreed to move forward on finding a small PR firm.

- Marketing Update & Executive Director Summary.
 - Detailed Marketing Update is attached.
 - Jonathan is reviewing the current contracts and third party services.
 - Jonathan will be attending WTM (World Travel Mart) in London the first week of November. He has been asked to speak to 750 guests about favorable conditions in Yosemite National Park and the Ferguson Fire recovery at the Visit CA VIP Sunday opening reception during the tradeshow.
 - Working the County CAO regarding the renewal of the County contract.
 - Attended a meeting regarding the EVS (Economic Vitality Strategy) and discussed area that YMCTB is involved in.
 - A Grants/Sponsorship Committee has been created. The Board Members involved are Victoria Imrie and Barbara Robinson. We are looking for more members for this committee and Jonathan asked Yuli Gotsev if he was interested. Yuli agreed to assist in this committee.
 - YARTS – Jonathan is on the advisory committee. Routes from October to May is only for Park employees. Jonathan feels there needs to be a route that goes back and forth from Mariposa to the Park. He will advocate for this route to be added.
 - Human Resources – The hourly staff has been switched to an online timekeeping program to better track their time.

See attached Executive Directory summary for more information.

- Budget re-forecast.
 - Several errors were discovered in the approved budget and have been corrected.



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- Jonathan has re-forecasted the TBID income based on the downfall from the Ferguson Fire.
- Staff has created a more indepth budget forecast spreadsheet to keep track of income and expenses.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of regular meeting minutes for August 23, 2018.
 - Paul Ratchford motioned to approve the minutes, Donna Nassar seconded with none opposed
- Approval to contract with Terry Selk for international representation and special projects.
 - Jeff Bray motioned to retain Terry Selk's for international representation at \$350.00 per day, as needed, Mary Ann Huff seconded with none opposed.
- Approval to cease relationship with Townsend Public Affairs.
 - Paul Ratchford motioned to end the relationship with Townsend Public Affairs, seconded by Douglas Shaw with none opposed.
- Approval to retain Public Relations company.
 - MaryAnn Huff motioned to approve YMCTB to search and retain a small public relations firm on a month to month basis for up to \$4500.00 per month, Donna Nassar seconded the motion with none opposed.
- Review and approve new Board and Committee members.
 - Paul Ratchford motioned to elect Victoria Imrie as a Board Member and Lisa Cesaro as a Marketing Committee Member, Jeff Bray seconded with none opposed.
- Nominations for Vice Chair.
 - Paul Ratchford motioned to nominate Christain Mueller as Vice Chairmen, Douglas Shaw seconded with none opposed.



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CLOSED SESSION

ITEMS TO REPORT FROM CLOSED SESSION

None

COMMENTS FROM BOARD AND STAFF

- Kevin Shelton thanked the YMCTB staff for making Jonathans transition smoother than expected.
- Jonathan thanked Julie and Laura for their efforts on his on-boarding.

ADJOURNMENT

4:30 PM