



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
BOARD OF DIRECTORS REGULAR MEETING**  
Board of Supervisors Building/County Administration  
Government Center  
5100 Bullion St.  
Mariposa, CA 95338

**Wednesday, March 20, 2019  
1:30 PM**

## **A G E N D A**

**1:30 PM**

**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**

- Yosemite National Park update – Scott Gediman
- Mariposa County Update – Mariposa County Supervisors
- Treasurer’s report – Douglas Shaw
- Executive Director Update – Jonathan Farrington (Handout)
- Discussion regarding digital marketing representation.
- Discussion on support of the Mariposa Museum and History Center extended hours.
- Discussion on printed collateral for “in market” visitors. town maps, Mariposa County rack cards for visitor centers and welcome billboards.

### **ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA**

- Discussion and approval to consider changing procedure allowing individual listings for property management companies with more than five listings.
- Approval of meeting minutes for January 9, 2019 Board Meeting

### **COMMENTS FROM BOARD AND STAFF**

### **ADJOURNMENT**