



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

Yosemite Mariposa county Tourism - Conference Room
5052 State Highway 140 #E
Mariposa, CA 95338

**Tuesday, April, 9, 2019
1:00 PM**

A G E N D A

1:00 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

- Budget process:
 - Develop financial projection for budget, w/conservative county funding
 - Short term, no lapse in SEM spend
 - All hard cost projections by week of April 22nd
 - Projected active media spend projection by week of April 22nd
 - Audience and impact periods outlined
 - Media spend category recommendations week of May 6th
 - Marketing Committee call for budget category recommendation approval week of May 13th
 - **Draft budget for approval May 23rd at Board meeting

- Marketing plan process: Now through June
 - 18 Month Content/story Calendar outline
 - Campaign ideas for annual plan
 - Gap review and impact periods
 - Audience, geo, demo etc.



A G E N D A (Con't)

- Breakdown into specific areas:
 - Draft Travel Trade plan, including international
 - Draft trade trip, travel and trade show
 - Draft PR Plan
 - Draft Social Media Plan
 - Draft Digital Plan
 - Draft Traditional plan
 - Draft Yosemite.com plan
 - Draft ECRM (email data base use)
- ED Update on items in progress/completed

Much of the following update was provided at the Board of Directors meeting. Jonathan will spend a few minutes answering questions and clarifying items listed.

- 1) Migration to Noble Studios for digital marketing representation
- 2) Reduction in Augustine Ideas retainer
- 3) IPW Booth, Media Day and Plaza Activation & Post FAM
- 4) Newsletter story submission
- 5) Renewal of international contracts
- 6) Jackrabbit installation
- 7) FAM Trips & Media or Influencer visits. Opportunity at the property level
- 8) California market focus 2019/2020 – discussion only
- 9) LA & BA consumer shows, who will join?
- 10) Guest History Data update
- 11) Schedule next marketing committee retreat
- 12) Open items

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

None

COMMENTS FROM BOARD AND STAFF

ADJOURNMENT