



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
Board of Directors Meeting Minutes  
January 16, 2020

**In Attendance:**

**Directors Present:**

Kevin Shelton (Board Chair) – Yosemite Resorts  
Christian Mueller – (Board Vice-Chair) – The Redwoods in Yosemite  
Douglas Shaw (Board Treasurer) – Yosemite Bug Rustic Mountain Resort  
Kim Brisack – Coulterville Café/Big Table Ranch (On the phone)  
Jeff Bray – Yosemite Hospitality  
MaryAnn Huff – Northern Mariposa County (On the Phone)  
Candy O’Donel-Browne – Board Member  
Victoria Imrie – Yosemite Zipline & Adventure Ranch  
Ron Halcrow – Yosemite Plaisance Bed & Breakfast

**Advisors Present:**

None

**YMCTB Staff:**

Jonathan Farrington – Executive Director  
Julie Hadzega – Travel Trade & Operations Manager  
Craig Polson – Social Media & Content Curator

**Visitors Present:**

Travis Medlock  
Barbara Robinson  
Tara Schiff

**CALL TO ORDER:**

- The meeting was called to order at 2:38 pm by Kevin Shelton.

**SELF-INTRODUCTIONS BY THOSE IN ATTENDANCE**

- Self-introductions were made



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**SPECIAL PRESENTATION (90 Minutes including Q&A)**

- Rick Heuer, Partner, HMA - Regional Guest History Analysis report.

**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 acting on any subject presented that is not on the agenda.

- MaryAnn Huff announced that the Northern County History Museum is having their annual Gala on February 1<sup>st</sup> from 2:00 pm to 5:00 pm. The theme is “Looking Back and Forward” and YMCTB has purchased tickets for the BOD.
- Travis Medlock announced the effort to open a wine bar and the Little shop of Ramen in Mariposa

**INFORMAL SELF-INTRODUCTION BY THOSE IN ATTENDANCE**

- Thank You Presentation for work by past Board Member and Board Secretary Barbara Robinson
- Jonathan presented Barbara with a plaque and flowers for her efforts on the Board for 7 years.

**INFORMATION AND PRESENTATION MATTERS**

Yosemite National Park update

- Scott Gediman couldn't make the meeting at the last minute. Here are his announcements that he sent
- It is confirmed that norovirus has been detected in Yosemite and a press release will be sent out.
- Cicely Muldoon is the new interim Superintendent for Yosemite.
- Scott will be attending Visit CA Marketing Outlook forum in February
- Jamie Richards will be attending the Bay Area Travel & Adventure Show in the Yosemite Pavilion in March



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Mariposa County Update

- No update was made as to the Board of Supervisors were at a retreat.
- Miles Menetrey will be replacing Merlin Jones as the BOS representative

Treasurer's Report - Douglas Shaw

- October through December P&L - TOT from the County - The last 3 months shows an increase to last year due to variances in received payments. Also, the November collection was larger due to the County allowing property owners to delay payment due to Ferguson Fire.
- Public Relations is up due to the hiring of 360 View PR, replacing Townsend which was budgeted in Public Affairs, not PR.
- Registrations Fees for tradeshow are up to due increase in shows to Scandinavia and France.
- FAM expense is up due to several FAMs having a larger quantity of people participating.
- Operation expense is down 28%.
- Equipment is up due to the purchasing of computers and video equipment.
- Doug asked the committee if they feel that the Budget vs Actual reporting is necessary. Candy commented that it is important to have a narrative when talking about the numbers.
- As Treasurer, Doug spent the time to review the general ledger in great detail, and ask the staff any questions.

Marketing update – Jonathan Farrington

Jonathan presented his presentation to the Board (presentation was sent out to all BOD members)

Highlights included:

- Thanked Tony and Julie for their hard work
- The decision to reduce agency retainers, taking work in-house is working well. YMCTB is saving a lot of money in fees and putting all the saved revenue into marketing.
- Still looking for a replacement for Marketing Manager.
- Yosemite.com is showing EPIC growth
- Social Media efforts are improving in quality, quantity and content.
- Newsletter efforts are becoming more consistent and frequent. We are doing re-sends for the first time to get more opens.
- We have started an International Digital Campaign that is working well.



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- JackRabbit is getting close to being ready to launch. We need key players including Aramark to assist in connections to the system from their PMS-booking engines.
- What is not working is streaming audio, so we have stopped those efforts.
- The group sales prospecting efforts haven't produced as we expected.
- There will be a new Co-op offer with BANG

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

- Approval of minutes from, October Board of Directors Meeting
  - Motioned by: Jeff Bray
  - Seconded by: Doug Shaw
  - Approved: Yes
  
- Approval of increase in 2019-2020 budget expenditures due to increased TBID collections
  - Motioned by: Jeff Bray
  - Seconded by: Candy O'Donel-Browne
  - Approved: Yes

**CLOSED SESSION**

None.

**ITEMS TO REPORT FROM CLOSED SESSION**

None

**COMMENTS FROM BOARD AND STAFF**

Jonathan asked the lodging partner Board members to update us on how they are tracking.

- Some concern about March, property working with OTA's such as Expedia and Booking.com to help.
- B&B owner, some are seeing a 25% increase ahead from last year.
- Rental company – a comment that overall their the forecast is good.



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- One hotel partner reports that December wasn't good, but January and February are looking good.
- One partner reports that they are not happy with Fall and Winter this year. There has been a lot of last-minute bookings and feels there is a lot of rate sensitivity.

**ADJOURNMENT - 3:38 PM**