



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
BOARD OF DIRECTORS REGULAR MEETING**

Yosemite Mariposa County Tourism Bureau  
5065 State Highway 140, Suite E  
Mariposa, CA 95338

**Conference Call Number: (888) 808-6929**

**Access Code: 3187756**

**Thursday, March 19, 2020**

**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**

- Tara Schiff – Mariposa County Economic Development Specialist
- Jennifer Sweeney – 360 View PR
- Introduce Ellen Bergstone Wasil, new Marketing Manager for YMCTB
- Yosemite National Park update
- Mariposa County Chamber of Commerce update
- Mariposa County Update – Mariposa County Supervisors – Welcome Miles Menetrey
- Treasurer’s report – Douglas Shaw
- Discuss Covid-19 impacts, reactive measures and plans for recovery.
- Executive Director Marketing Update – Jonathan Farrington
- Discuss 2020-2021 budget and planning process, marketing retreat and 20/21 budget approval at May Board Meeting.
- BookDirect (JackRabbit) “Go-Live” March 23rd

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

- Approval of meeting minutes for January 16, 2020 Board Meeting
- Approve change in credit card representation and revision of credit limit

**COMMENTS FROM BOARD AND STAFF**

**CLOSED SESSION**

- No closed session items

**ADJOURNMENT**