



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
October 22, 2020

In Attendance:

This meeting was held virtually via Zoom or call-in meeting only due to COVID-19.

Directors in attendance:

Kevin Shelton (Board Chair) – Yosemite Resorts
Douglas Shaw (Board Treasurer) – Yosemite Bug Rustic Mountain Resort
Donna Nassar - Secretary
MaryAnn Huff – Northern Mariposa County
Victoria Imrie – Yosemite Zipline & Adventure Ranch
Ron Halcrow – Yosemite Plaisance Bed & Breakfast
Dan Lyle – Tenaya Lodge at Yosemite
Lisa Cesaro - Yosemite Hospitality
Kim Brisack – Big Table Ranch and Coulter Café

Board Members not in attendance

Candy O'donel Browne
Christian Mueller

Advisors in attendance:

Marshall Long - Mariposa County Supervisors
Scott Gediman – Yosemite National Park

YMCTB Staff in attendance:

Jonathan Farrington – Executive Director
Julie Hadzega – Travel Trade & Operations Manager
Craig Polson – Social Media & Content Curator
Tony McDaniel – Communication
Ellen Bergstone Wasil – Marketing Creative Manager

Visitors Present: - in attendance

Jared Lopiccolo - Noble Studios
Erin Stiehler – Noble Studios

CALL TO ORDER:

The meeting was called to order at 1:33 pm by Kevin Shelton.



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SELF-INTRODUCTIONS BY THOSE IN ATTENDANCE

Roll call for Board Members was made.

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.

Kevin Shelton asked for public comments – None were made.

- Jared Lopiccolo from Noble Studios announced that our website was one of the winners of the 2020 w3 Award in the Gold category. The w3 Awards celebrates digital excellence by honoring outstanding websites, marketing, video, mobile sites & apps, social and podcasts created by some of the best interactive agencies, designers, and creators worldwide. Jonathan mentioned that since we made the migration from Augustine to Noble Studios they have really stepped up and helped us with creative for our recovery campaign.
- Kim Brisack announced that the Coulter Café was awarded the contract for the Northern Mariposa County Visitor Center. They will be setting up a kiosk outside of the café. She will contact YMCTB for materials.
- MaryAnn Huff announced that she will be helping when visitor center is open.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update – Scott Gediman

- Scott hosted a visit from representatives from the Office of the Interior in Washington D.C. They were there to look at maintenance needs and tree removal.
- The day use reservation system is ending on Nov 1, 2020. The Park will conduct an after-action review of the system and how it went. They are overall pleased and received a lot of good feedback from visitors. When The Park opened in June, they vowed to stay open. A lot of other parks didn't make the effort like YNP. All decisions are based on county health officer guidelines. There are no plans for the future unless things change.
- The outdoor visitor center is starting to prepare for winter.



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- Wawona Road work project will cause delays.
- Glacier point road work is postponed.
- Tioga Road project is postponed.
- The Park won't have a federal funding budget until after the election - Operating on status quo.
- There is great wildlife in the park due to low visitation a lot of bears and other wildlife.

Mariposa County Board of Supervisors Update – Marshall Long

- An ordinance was passed to start taking action on the pot gardens in the County.
- He was happy that the BOS was able to give the Tourism Bureau funding for local events.

Mariposa County Chamber of Commerce Update

- The Chamber Chair was invited but did not attend. No report was made.

Treasurer's Report – Douglas Shaw

Balance Sheet – Ending 9/30

- Total money in the bank – \$773,242, last year 806,407 at the same time. Down 4%

Profit and Loss last 6 months

- April – Sept Doug likes 6 months because it shows longer trends.
- Keep in mind that last two weeks in March due to COVID for April.
- BID Income \$332,000 last year \$858,000 down 61%.
- County contract one payment. Last year there were two at this time.
- Income is down 60% from last year.

Expenses

- Ad/Marketing – reductions have been made since last year.
- Print is higher than last year.

Budget vs Actual 9/30/20

- Spending is down 80%



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2020 Marketing Plan Update

Jonathan committed during his initial interview to create a comprehensive Marketing Plan. The plan was developed the first year, but was not as in-depth as desired. This year's highly detailed and has a 3-5-year focus. The plan outlines each component of marketing that the Tourism Bureau implements.

Highlights of this presentation included:

- Each component is assigned a lead staff member who is responsible for reporting and fulfilling the tasks involved.
- A quarterly review is conducted by all staff.
- The goals in the plans are incorporated into staff's performance reviews.
- All Board Members have received a paper copy of the plan. I was not sent electronically for privacy reasons.

Board Comments:

- Doug said that its refreshing to see what the Tourism Bureau is working on.
- Kim Brisack – Impressive!

Presentation on AirTable

Ellen Bergstone-Wasil presented the system. Jonathan is excited that we get a chance to show you the process that we use to complete tasks and be more efficient.

- AirTable is a web-based tool and can be used for many purposes.
- Craig recommended Air Table as he has used the program in the past.
- Tony, Theresa and Craig started to use it first.
- The program keeps track of what we have accomplished and what is upcoming.
- Ellen showed samples of Status Update, Social Media and Special Offers.

Board Comments

- Kim Brisack was impressed that we like the program.



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Reporting Presentation

The Market Update is a Power Point presentation that recaps the marketing methods that have been implemented since the last meeting. Below are the categories discussed during the presentation.

Traditional advertising (print, radio).

- Radio is found not be effective at this time.

Digital Advertising

- Digital campaigns were paused during Park closures.
- Digital spend was decreased.

Executive Director Update

- The TBID increase was approved and Jonathan has been in conversation with the Tax Collector.
- Want to re-hire PR firm 360 View PR.
- Partial County funding – The County was able to give us \$50,000 to be used to for non-profit events and to keep a seat at the table.
- We applied for a grant for lost income.
- We will be sending a monthly update on what we are working on to the board.
- An in-person marketing retreat is scheduled for February if allowed.
- TOT and TBID is down considerably.

Website

- Website KPI are doing well and exceeding our goals.
- Structural updates – A “Check Rate” button has been put on every page that the booking engine is on.
- Each blog post now has the ability to be shared on social media.
- A lot of content was created this year.
- 100 things to do is a new section that will focus on Mariposa County.
- The Special Offers page is a primary strategy in our marketing. We are in need or any offers that are out there.

Social Media

- Facebook – We are very close to goal of followers.
- Fall posts are getting a lot of reaction.
- The Yosemite Skydive post did very well.
- Twitter – Drop in followers but is following. Loss is only about 50 followers.



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- Instagram – Steady growth and a lot of activity.
- Pinterest – The numbers are down slightly.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of Annual Board Meeting Minutes – August 20, 2020

Motioned by MaryAnn Huff
Seconded by Ron Halcrow
All in favor approved.

- Approval of Special Board Meeting Minutes – August 26, 2020

Motioned by MaryAnn Huff
Seconded by Ron Halcrow
All in favor approved.

- Approval of Special Board Meeting Minutes – September 2, 2020

Motioned by MaryAnn Huff
Seconded by Ron Halcrow
All in favor approved.

- New board member nomination and action for possible approval. Gautam Patel to be nominated to the Board.

Motioned by: Donna Nassar
Seconded by Victoria Imrie
All in favor approved.

CLOSED SESSION

None

ITEMS TO REPORT FROM CLOSED SESSION

None

COMMENTS FROM BOARD AND STAFF



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None

ADJOURNMENT – 2:45 PM