



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

**Thursday, October 21, 2021
1:30 PM**

This is a Zoom meeting please refer to your calendar invite for information

AGENDA

CALL TO ORDER

SELF-INTRODUCTIONS 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 a subject presented that is not on the agenda.

INFORMATION AND PRESENTATION MATTERS

- Yosemite National Park Update
- Mariposa County Board of Supervisors Update
- Mariposa County Chamber of Commerce Update
- Treasurer's Report
- TOT/TBID Collections Review
- Executive Director Update
- County Contract Update
- Quick overview/presentation on new Canto content curation system
- Marketing and Results Reporting Presentation

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of Annual Board Meeting Minutes – August 19, 2021

COMMENTS FROM BOARD AND STAFF

CLOSED SESSION

- No closed session items

ADJOURNMENT

Yosemite Mariposa County Tourism Bureau

Balance Sheet

As of October 18, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
094 ICS Yosemite Bank ICS - 094	222,517.34
101.00 Yosemite Bank - General 341	122,567.70
103.00 Yosemite Bank -General 094	1,500.00
105.00 Yosemite Bank - ICS 341	488,344.94
Total Bank Accounts	\$834,929.98
Accounts Receivable	
120.00 Accounts Receivable (A/R)	3,820.00
Total Accounts Receivable	\$3,820.00
Other Current Assets	
126 Prepaid Expenses	0.00
1451 Investment in Yosemite.com Holding, LLC	35,012.00
Undeposited Funds	0.00
Total Other Current Assets	\$35,012.00
Total Current Assets	\$873,761.98
Fixed Assets	
202.00 Machinery & Equipment	23,029.00
212.00 Accumulated Depr.	-16,092.00
Total Fixed Assets	\$6,937.00
TOTAL ASSETS	\$880,698.98
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
220.00 Accounts Payable (A/P)	15,504.36
Total Accounts Payable	\$15,504.36
Credit Cards	
947.00 Premier Valley Bank - Julie Hadzega	0.00
948.00 Premier Valley Bank - Jonathan Farrington	0.00
950.00 Premier Valley Bank - Tony McDaniel	-757.78
951.00 Premier Valley Bank - Craig Polson	0.00
952.00 Premier Valley Bank - Ellen Bergstone Wasil	0.00
953.00 Virtual Credit Card Account	-7,992.71
Total Credit Cards	\$ -8,750.49
Other Current Liabilities	
Due to Yosemite.Com	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$6,753.87
Total Liabilities	\$6,753.87

Yosemite Mariposa County Tourism Bureau

Balance Sheet

As of October 18, 2021

	TOTAL
Equity	
32000 Unrestricted Net Assets	921,675.79
401.00 Fund Balance	0.00
Net Income	-47,730.68
Total Equity	\$873,945.11
TOTAL LIABILITIES AND EQUITY	\$880,698.98

Yosemite Mariposa County Tourism Bureau

Balance Sheet Comparison

As of September 30, 2021

	TOTAL		
	AS OF SEP 30, 2021	AS OF SEP 30, 2020 (PY)	% CHANGE
ASSETS			
Current Assets			
Bank Accounts			
094 ICS Yosemite Bank ICS - 094	222,517.34	250,489.24	-11.17 %
101.00 Yosemite Bank - General 341	257,427.49	235,835.31	9.16 %
103.00 Yosemite Bank -General 094	1,500.00	1,500.00	0.00 %
105.00 Yosemite Bank - ICS 341	488,344.94	258,344.94	89.03 %
Total Bank Accounts	\$969,789.77	\$746,169.49	29.97 %
Accounts Receivable			
120.00 Accounts Receivable (A/R)	110,170.78	8,060.34	1,266.83 %
Total Accounts Receivable	\$110,170.78	\$8,060.34	1,266.83 %
Other Current Assets			
1451 Investment in Yosemite.com Holding, LLC	35,012.00	35,012.00	0.00 %
Total Other Current Assets	\$35,012.00	\$35,012.00	0.00 %
Total Current Assets	\$1,114,972.55	\$789,241.83	41.27 %
Fixed Assets			
202.00 Machinery & Equipment	23,029.00	23,029.00	0.00 %
212.00 Accumulated Depr.	-16,092.00	-16,092.00	0.00 %
Total Fixed Assets	\$6,937.00	\$6,937.00	0.00 %
TOTAL ASSETS	\$1,121,909.55	\$796,178.83	40.91 %
LIABILITIES AND EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
220.00 Accounts Payable (A/P)	124,107.66		
Total Accounts Payable	\$124,107.66	\$0.00	0.00%
Credit Cards			
947.00 Premier Valley Bank - Julie Hadzega	823.90	55.43	1,386.38 %
950.00 Premier Valley Bank - Tony McDaniel	3,308.96	0.00	
952.00 Premier Valley Bank - Ellen Bergstone Wasil	2,168.21	97.60	2,121.53 %
953.00 Virtual Credit Card Account	6,617.66	10,130.73	-34.68 %
Total Credit Cards	\$12,918.73	\$10,283.76	25.62 %
Total Current Liabilities	\$137,026.39	\$10,283.76	1,232.45 %
Total Liabilities	\$137,026.39	\$10,283.76	1,232.45 %
Equity			
32000 Unrestricted Net Assets	921,675.79	970,597.16	-5.04 %
Net Income	63,207.37	-184,702.09	134.22 %
Total Equity	\$984,883.16	\$785,895.07	25.32 %
TOTAL LIABILITIES AND EQUITY	\$1,121,909.55	\$796,178.83	40.91 %

Yosemite Mariposa County Tourism Bureau

Profit and Loss Comparison

July - September, 2021

	TOTAL		
	JUL - SEP, 2021	JUL - SEP, 2020 (PY)	% CHANGE
Income			
500.00 INCOME			
501.00 BID Income	418,584.33	170,426.00	145.61 %
505.00 Co-op Reimb. - Advertising	24,500.00		
509.00 Other Income	193,536.50	15,755.12	1,128.40 %
Total 500.00 INCOME	636,620.83	186,181.12	241.94 %
Total Income	\$636,620.83	\$186,181.12	241.94 %
GROSS PROFIT	\$636,620.83	\$186,181.12	241.94 %
Expenses			
600.00 ADVERTISING/ MARKETING			
602.00 Agency Retainer-Acct Mgmt		3,500.00	-100.00 %
603.00 Print	17,635.00	7,090.00	148.73 %
604.00 Radio	5,996.00		
606.00 Video		1,200.00	-100.00 %
610.00 Paid Search Terms/ Keywords	21,000.00	20,000.00	5.00 %
612.00 Production Costs		2,190.79	-100.00 %
613.00 Digital Campaign Management	21,035.00	11,240.00	87.14 %
659.00 Digital Network Ads	156,685.00	75,000.00	108.91 %
681.00 Photo Library	159.98	154.99	3.22 %
Total 600.00 ADVERTISING/ MARKETING	222,510.98	120,375.78	84.85 %
685.00 COMMUNICATIONS			
651.00 Website	41,262.46	38,721.64	6.56 %
658.00 Social Media	10,844.75	3,003.52	261.07 %
662.00 Enews & Eblasts	6,096.50	5,017.45	21.51 %
664.00 Public Relations & Film	13,716.83	5,000.00	174.34 %
Total 685.00 COMMUNICATIONS	71,920.54	51,742.61	39.00 %
700.00 CONSUMER/TRADE/LOCAL			
701.00 Registration Fees	16,444.12		
702.00 Booth/Displays/Shipping	6,047.73	1,098.36	450.61 %
712.00 Local Event Donations/Support	50.00		
Total 700.00 CONSUMER/TRADE/LOCAL	22,541.85	1,098.36	1,952.32 %
730.00 FAMS - TRADE & MEDIA			
731.00 Hotel/Meals/Entertainment	2,629.03	763.85	244.18 %
Total 730.00 FAMS - TRADE & MEDIA	2,629.03	763.85	244.18 %
740.00 INTERNATIONAL OFFICES			
742.00 Australia	4,437.50	9,769.22	-54.58 %
744.00 Germany	10,000.00	9,450.00	5.82 %
746.00 United Kingdom	11,250.00	11,250.00	0.00 %
748.00 Scandinavia	4,750.00		
Total 740.00 INTERNATIONAL OFFICES	30,437.50	30,469.22	-0.10 %
770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES			

Yosemite Mariposa County Tourism Bureau

Profit and Loss Comparison

July - September, 2021

	TOTAL		
	JUL - SEP, 2021	JUL - SEP, 2020 (PY)	% CHANGE
771.00 Travel/Mileage	4,217.37	746.34	465.07 %
772.00 Entertainment	352.25	271.44	29.77 %
Total 770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES	4,569.62	1,017.78	348.98 %
801.00 OPERATIONS EXPENSE			
805.00 Rent/Storage/Maint/Cleaning	5,629.58	4,804.25	17.18 %
810.00 Telephone	1,614.97	2,338.26	-30.93 %
815.00 Supplies	580.65	263.93	120.00 %
820.00 Equipment/ Software	13,320.59	3,419.05	289.60 %
825.00 Utilities	1,463.66	1,573.96	-7.01 %
830.00 Postage	270.21	-404.31	166.83 %
840.00 Fees	85.00	338.61	-74.90 %
845.00 Insurance	2,274.00	3,416.00	-33.43 %
850.00 Accounting/Legal/Public Affairs	1,211.00	780.00	55.26 %
855.00 Memberships/Dues	3,030.00	4,580.00	-33.84 %
860.00 Other/ Misc.	-15.96	285.14	-105.60 %
865.00 QuickBooks Payments Fees	264.44	59.85	341.84 %
Total 801.00 OPERATIONS EXPENSE	29,728.14	21,454.74	38.56 %
900.00 SALARY AND BENEFITS EXPENSE			
901.00 Salaries & Wages	152,930.46	115,758.68	32.11 %
921.00 Health Insurance	10,315.48	9,160.46	12.61 %
925.00 Non-Employee	6,600.00	4,240.00	55.66 %
927.00 Employer Payroll Taxes	11,699.20	8,855.53	32.11 %
928.00 401(k) Employee Benefit	4,116.12	2,905.11	41.69 %
930.00 Workman's Compensation Ins	981.99	873.84	12.38 %
945.00 HR Service - Singlepoint	2,432.55	2,167.25	12.24 %
Total 900.00 SALARY AND BENEFITS EXPENSE	189,075.80	143,960.87	31.34 %
Total Expenses	\$573,413.46	\$370,883.21	54.61 %
NET OPERATING INCOME	\$63,207.37	\$ -184,702.09	134.22 %
NET INCOME	\$63,207.37	\$ -184,702.09	134.22 %

Yosemite Mariposa County Tourism Bureau

Profit and Loss Comparison

April - September, 2021

	TOTAL		
	APR - SEP, 2021	APR - SEP, 2020 (PY)	% CHANGE
Income			
500.00 INCOME			
501.00 BID Income	1,043,817.47	329,219.30	217.06 %
502.00 County Contract		166,666.66	-100.00 %
505.00 Co-op Reimb. - Advertising	24,500.00		
506.00 Co-op Reimb. - Events		-3,840.00	100.00 %
509.00 Other Income	247,665.51	19,755.12	1,153.68 %
Total 500.00 INCOME	1,315,982.98	511,801.08	157.13 %
510.00 Interest Income		165.78	-100.00 %
Total Income	\$1,315,982.98	\$511,966.86	157.04 %
GROSS PROFIT	\$1,315,982.98	\$511,966.86	157.04 %
Expenses			
600.00 ADVERTISING/ MARKETING			
602.00 Agency Retainer-Acct Mgmt		3,500.00	-100.00 %
603.00 Print	28,833.00	12,640.14	128.11 %
604.00 Radio	51,509.00		
606.00 Video	2,556.84	5,817.87	-56.05 %
610.00 Paid Search Terms/ Keywords	21,000.00	20,000.00	5.00 %
612.00 Production Costs	11,875.00	2,760.79	330.13 %
613.00 Digital Campaign Management	24,635.00	11,240.00	119.17 %
659.00 Digital Network Ads	209,087.00	75,000.00	178.78 %
663.00 Trip Portals & OTAs	26,000.00	6,968.01	273.13 %
672.00 Brochures	5,586.84		
681.00 Photo Library	399.95	229.89	73.97 %
Total 600.00 ADVERTISING/ MARKETING	381,482.63	138,156.70	176.12 %
685.00 COMMUNICATIONS			
651.00 Website	48,929.74	41,202.92	18.75 %
658.00 Social Media	28,566.71	3,696.30	672.85 %
661.00 Booking Engine	13,295.00	13,295.00	0.00 %
662.00 Enews & Eblasts	18,193.00	11,017.45	65.13 %
664.00 Public Relations & Film	26,264.71	29,965.00	-12.35 %
Total 685.00 COMMUNICATIONS	135,249.16	99,176.67	36.37 %
700.00 CONSUMER/TRADE/LOCAL			
701.00 Registration Fees	19,039.12	-8,620.00	320.87 %
702.00 Booth/Displays/Shipping	6,632.28	1,098.36	503.83 %
704.00 Promotion/Giveaways		4,424.40	-100.00 %
712.00 Local Event Donations/Support	7,530.00	5,500.00	36.91 %
Total 700.00 CONSUMER/TRADE/LOCAL	33,201.40	2,402.76	1,281.80 %
730.00 FAMS - TRADE & MEDIA	105.11		
731.00 Hotel/Meals/Entertainment	8,620.45	728.85	1,082.75 %
Total 730.00 FAMS - TRADE & MEDIA	8,725.56	728.85	1,097.17 %

Yosemite Mariposa County Tourism Bureau

Profit and Loss Comparison

April - September, 2021

	TOTAL		
	APR - SEP, 2021	APR - SEP, 2020 (PY)	% CHANGE
740.00 INTERNATIONAL OFFICES			
742.00 Australia	10,437.50	9,769.22	6.84 %
744.00 Germany	18,506.14	9,450.00	95.83 %
746.00 United Kingdom	31,064.00	27,595.59	12.57 %
748.00 Scandinavia	9,500.00	4,500.00	111.11 %
Total 740.00 INTERNATIONAL OFFICES	69,507.64	51,314.81	35.45 %
770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES			
771.00 Travel/Mileage	5,596.04	1,183.86	372.69 %
772.00 Entertainment	403.44	331.27	21.79 %
Total 770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES	5,999.48	1,515.13	295.97 %
801.00 OPERATIONS EXPENSE			
805.00 Rent/Storage/Maint/Cleaning	11,282.70	9,891.17	14.07 %
810.00 Telephone	3,956.90	4,619.25	-14.34 %
815.00 Supplies	823.12	671.42	22.59 %
820.00 Equipment/ Software	16,001.25	-566.50	2,924.58 %
825.00 Utilities	2,880.57	2,399.28	20.06 %
830.00 Postage	319.94	-336.31	195.13 %
835.00 Depreciation Expense		796.00	-100.00 %
840.00 Fees	370.00	618.26	-40.15 %
845.00 Insurance	3,511.00	3,416.00	2.78 %
850.00 Accounting/Legal/Public Affairs	1,771.00	11,270.00	-84.29 %
855.00 Memberships/Dues	3,030.00	6,208.22	-51.19 %
860.00 Other/ Misc.	265.90	285.14	-6.75 %
865.00 QuickBooks Payments Fees	326.79	119.70	173.01 %
Total 801.00 OPERATIONS EXPENSE	44,539.17	39,391.63	13.07 %
900.00 SALARY AND BENEFITS EXPENSE			
901.00 Salaries & Wages	227,407.94	200,809.91	13.25 %
921.00 Health Insurance	17,850.72	18,439.98	-3.20 %
925.00 Non-Employee	14,616.25	13,790.00	5.99 %
927.00 Employer Payroll Taxes	17,396.75	15,244.91	14.12 %
928.00 401(k) Employee Benefit	6,210.67	4,815.56	28.97 %
930.00 Workman's Compensation Ins	1,526.52	1,535.65	-0.59 %
945.00 HR Service - Singlepoint	4,250.65	4,323.25	-1.68 %
Total 900.00 SALARY AND BENEFITS EXPENSE	289,259.50	258,959.26	11.70 %
Total Expenses	\$967,964.54	\$591,645.81	63.61 %
NET OPERATING INCOME	\$348,018.44	\$ -79,678.95	536.78 %
Other Expenses			
7300 Yosemite.com Holding, LLC Pass Through Loss	8,560.00	-5,686.00	250.55 %
Total Other Expenses	\$8,560.00	\$ -5,686.00	250.55 %
NET OTHER INCOME	\$ -8,560.00	\$5,686.00	-250.55 %
NET INCOME	\$339,458.44	\$ -73,992.95	558.77 %

Yosemite Mariposa County Tourism Bureau

Budget vs. Actuals: 2021-2022 - FY22 P&L

July - September, 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
500.00 INCOME				
501.00 BID Income	418,584.33	565,000.00	-146,415.67	74.09 %
505.00 Co-op Reimb. - Advertising	24,500.00	5,000.00	19,500.00	490.00 %
509.00 Other Income	193,536.50		193,536.50	
Total 500.00 INCOME	636,620.83	570,000.00	66,620.83	111.69 %
Total Income	\$636,620.83	\$570,000.00	\$66,620.83	111.69 %
GROSS PROFIT	\$636,620.83	\$570,000.00	\$66,620.83	111.69 %
Expenses				
600.00 ADVERTISING/ MARKETING				
602.00 Agency Retainer-Acct Mgmt		1.00	-1.00	
603.00 Print	17,635.00	14,000.00	3,635.00	125.96 %
604.00 Radio	5,996.00	25,000.00	-19,004.00	23.98 %
606.00 Video		4,000.00	-4,000.00	
610.00 Paid Search Terms/ Keywords	21,000.00	21,000.00	0.00	100.00 %
612.00 Production Costs		3,000.00	-3,000.00	
613.00 Digital Campaign Management	21,035.00	10,080.00	10,955.00	208.68 %
659.00 Digital Network Ads	156,685.00	105,000.00	51,685.00	149.22 %
672.00 Brochures		4,000.00	-4,000.00	
681.00 Photo Library	159.98	2,300.00	-2,140.02	6.96 %
683.00 Market Research		1.00	-1.00	
Total 600.00 ADVERTISING/ MARKETING	222,510.98	188,382.00	34,128.98	118.12 %
685.00 COMMUNICATIONS				
651.00 Website	41,262.46	42,191.00	-928.54	97.80 %
658.00 Social Media	10,844.75	14,650.00	-3,805.25	74.03 %
661.00 Booking Engine		4,000.00	-4,000.00	
662.00 Enews & Eblasts	6,096.50	8,640.00	-2,543.50	70.56 %
664.00 Public Relations & Film	13,716.83	13,500.00	216.83	101.61 %
Total 685.00 COMMUNICATIONS	71,920.54	82,981.00	-11,060.46	86.67 %
700.00 CONSUMER/TRADE/LOCAL				
701.00 Registration Fees	16,444.12	20,700.00	-4,255.88	79.44 %
702.00 Booth/Displays/Shipping	6,047.73	3,200.00	2,847.73	188.99 %
704.00 Promotion/Giveaways		1.00	-1.00	
712.00 Local Event Donations/Support	50.00	9,000.00	-8,950.00	0.56 %
715.00 Other		30,000.00	-30,000.00	
716.00 Partnership Development		1.00	-1.00	
Total 700.00 CONSUMER/TRADE/LOCAL	22,541.85	62,902.00	-40,360.15	35.84 %
730.00 FAMS - TRADE & MEDIA				
731.00 Hotel/Meals/Entertainment	2,629.03	4,000.00	-1,370.97	65.73 %
Total 730.00 FAMS - TRADE & MEDIA	2,629.03	4,000.00	-1,370.97	65.73 %
740.00 INTERNATIONAL OFFICES				

Yosemite Mariposa County Tourism Bureau

Budget vs. Actuals: 2021-2022 - FY22 P&L

July - September, 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
742.00 Australia	4,437.50	4,438.00	-0.50	99.99 %
744.00 Germany	10,000.00	10,000.00	0.00	100.00 %
746.00 United Kingdom	11,250.00	14,250.00	-3,000.00	78.95 %
748.00 Scandinavia	4,750.00	4,750.00	0.00	100.00 %
Total 740.00 INTERNATIONAL OFFICES	30,437.50	33,438.00	-3,000.50	91.03 %
770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES				
771.00 Travel/Mileage	4,217.37	700.00	3,517.37	602.48 %
772.00 Entertainment	352.25	575.00	-222.75	61.26 %
Total 770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES	4,569.62	1,275.00	3,294.62	358.40 %
801.00 OPERATIONS EXPENSE				
805.00 Rent/Storage/Maint/Cleaning	5,629.58	5,575.00	54.58	100.98 %
810.00 Telephone	1,614.97	2,376.00	-761.03	67.97 %
815.00 Supplies	580.65	1,200.00	-619.35	48.39 %
820.00 Equipment/ Software	13,320.59	3,136.00	10,184.59	424.76 %
825.00 Utilities	1,463.66	2,012.00	-548.34	72.75 %
830.00 Postage	270.21	85.00	185.21	317.89 %
840.00 Fees	85.00	235.00	-150.00	36.17 %
845.00 Insurance	2,274.00	3,700.00	-1,426.00	61.46 %
850.00 Accounting/Legal/Public Affairs	1,211.00	4,855.00	-3,644.00	24.94 %
855.00 Memberships/Dues	3,030.00	4,280.00	-1,250.00	70.79 %
860.00 Other/ Misc.	-15.96	180.00	-195.96	-8.87 %
865.00 QuickBooks Payments Fees	264.44		264.44	
Total 801.00 OPERATIONS EXPENSE	29,728.14	27,634.00	2,094.14	107.58 %
900.00 SALARY AND BENEFITS EXPENSE				
901.00 Salaries & Wages	152,930.46	91,200.00	61,730.46	167.69 %
921.00 Health Insurance	10,315.48	10,500.00	-184.52	98.24 %
925.00 Non-Employee	6,600.00	6,600.00	0.00	100.00 %
927.00 Employer Payroll Taxes	11,699.20	8,400.00	3,299.20	139.28 %
928.00 401(k) Employee Benefit	4,116.12	2,550.00	1,566.12	161.42 %
930.00 Workman's Compensation Ins	981.99	672.00	309.99	146.13 %
945.00 HR Service - Singlepoint	2,432.55	2,250.00	182.55	108.11 %
Total 900.00 SALARY AND BENEFITS EXPENSE	189,075.80	122,172.00	66,903.80	154.76 %
Total Expenses	\$573,413.46	\$522,784.00	\$50,629.46	109.68 %
NET OPERATING INCOME	\$63,207.37	\$47,216.00	\$15,991.37	133.87 %
NET INCOME	\$63,207.37	\$47,216.00	\$15,991.37	133.87 %