



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
BOARD OF DIRECTORS REGULAR MEETING
Yosemite Mariposa County Tourism Bureau

Thursday, March 17, 2022
1:30 PM

This is a Zoom meeting please see the access information below

<https://zoom.us/j/8656548057>
Meeting ID: 865 654 8057
Dial by your location
(669) 900 6833 US (San Jose)

A G E N D A FINAL

1:30 PM

OPEN SESSION

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 any subject presented that is not on the agenda.

INFORMATION AND PRESENTATION MATTERS

- Yosemite National Park update
- Mariposa County Chamber of Commerce update
- Mariposa County Update – Mariposa County Supervisors –
- Treasurer’s report – Douglas Shaw
- Presentation Noble Studios
- Executive Director Marketing Update – Jonathan Farrington
 - Budget timeline & Marketing Committee Review
 - Human Resources Committee Meeting & Staff Review
 - Website final RFP and plan update
 - Recap of Town Hall and additional Town Hall planned meetings
 - DMO/NPS/McClintock Meeting on YNP Reservations System
 - Update on annual presentation to BOS

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of meeting minutes for January 20, 2022 Board Meeting
- Approve increase to current fiscal year spend to \$350K over budget from \$200K over plan
- Accept the resignation of board and committee member Lisa Cesaro



COMMENTS FROM BOARD AND STAFF

Open discussion on YNP Temporary Vehicle Reservation System – Peak Entry Program
Open discuss and direction on FY 2022 – 2023 county funding and TBID plan

CLOSED SESSION

- No closed session items

ADJOURNMENT