

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
October 16, 2014
1:30 pm**

Directors Present:

Dan Jensen (DNC and Chairman)
Jonathan Farrington (DNC and Vice Chairman)
Kevin Shelton – (Yosemite Resorts)
Brian Bullis – (Fairgrounds)
Douglas Shaw- (Yosemite Bug and Treasurer)
Mary Ann Huff – (North County/John Muir Geo Tourism)
Barbara Robinson – (Indian Peak Ranch and Secretary)
Donna Nassar – (B & B's)
Sara Zahn-(Hotel Jeffrey)
Donna Davis-(the Redwoods in Yosemite)

YMCTB Staff Members Present:

Terry Selk – Executive Director
Julie Hadzega – Marketing Coordinator
Windy Gonzalez – Administrative Assistant
Noel Morrison – Communications Manager

Advisors Present:

Roger Biery
Candy O'Donnell-Browne

Visitors Present:

Carol Johnson
Visit California: Brian Wright, Caroline Beteta and Amber Ruiz.

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at 1:35 pm by Dan Jensen.

➤ **SELF INTRODUCTION BY ALL IN ATTENDANCE**

All in attendance introduced themselves.

➤ **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

Mary Ann Huff thanked the board for their support of the Coulterville Coyote Festival. This year's event was the biggest in the 23 year history. Also thanked the board for their additional support for the UC Davis Master Gardeners event. The number in attendance was 615 and the event was held at the Tenaya Lodge which sold out in 12 hours.

Dan Jensen commented on the Mariposa Gazette's front page article referencing "Public Health Officer states Yosemite visitors pose possible Ebola threat."

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Jonathan Farrington discussed the Sustainability Conference scheduled to take place at Curry Village, December 8-10. Speakers will deliver content on sustainability practices and guidelines. Cost to attend will be \$395 per person and does include meals.

Kevin Shelton expressed concern towards the TOT ballot since his facility is already receiving requests to lower their rates to accommodate the TOT increase for group rates if this passes.

➤ **INFORMATION AND PRESENTATION MATTERS**

- **CA Travel and Tourism Commission - Tourism Assessment Referendum** - Caroline Beteta, CEO/President of Visit California presented information relative to industry assessment program and its intention to increase its revenue for statewide marketing initiatives by increasing the assessment fees for affected industry sectors.
- **Treasurer's Report** – Douglas Shaw gave an overview of bureau's budget to date. The bureau is currently running right on track compared to last year and this year's budget. Emphasis was placed on the creation of separate financial records for Yosemite.com.

A recap of Yosemite.com financials since its inception (2012 to date) revealed the following:

Income \$36,189

Expenses \$167,604

A copy of the bureau's budget is in the bureau's office for review upon request.

- **Dog Rock Fire Impact/Update** – Dan Jensen reviewed the status of the Dog Rock Fire. Power outages affected Park operations Tuesday thru Friday and the gate access on Hwy 140 affected traffic flow until it opened again on the Sunday. Rockslide danger is not a major concern at the moment but NPS is monitoring closely. Kevin Shelton did state that the gate closure affected his hotels to the tune of approximately \$80,000.
- **Townsend Public Affairs Report** – Terry Selk asked the board to review the Townsend Public Affairs handout within the packet at their own leisure. Any questions or concerns may be addressed to Terry Selk via telephone or email.
- **TOT/TBID Update** – Terry Selk informed the board that the County approved a contract with the Bureau for initial funding of \$400,000.00 for the fiscal year with an additional \$100,000.00 to be considered in its mid-year budget review in February 2015. The County Supervisors thanked the Bureau for their work and gave appreciation for its outreach efforts to all areas of the county.
- **Advertising/Marketing Update** – Terry Selk provided a brief overview of the marketing update provided within the board's packet. Any questions or concerns may be addressed to Terry Selk via telephone or email.

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- **Yosemite.com Update** – The Marketing Committee has asked AugustineIdeas to evaluate Yosemite.com with the assistance of Digital Gear and provide a recommendation as to best methods to maximize resource and improve performance. Results to be presented at the next Marketing Committee meeting on November 10, 2014.
- **County Audit Report for 2013-2014** – Windy Gonzalez reported to the board that the Bureau’s annual required audit report for 2013-2014 was presented to the County Auditor and received full approval.
- **Annual Report** – Noel Morrison presented the finalized copy of the Annual Report to the board and reviewed its contents. A digital copy of this report can be obtained on YosemiteExperience.com.

➤ **ACTION MATTERS, REGULAR AGENDA**

- **Approval of Minutes** –Approval of Annual Meeting Minutes for August 21, 2014. Jonathan Farrington motioned for minutes to be approved, Brian Bullis second the motion, and all were in favor with none opposed.
- **Approval of Standing Committees** - Jonathan Farrington motioned for the board to remove all standing committees except the Marketing Committee. All other committees will be assigned on an “as needed basis”. Donna Davis second the motion, and all were in favor with none opposed.
- **Approval of Recommendations from Marketing Committee** – No action required by the YMCTB board.
- **Approval to close West America Bank Account per request of Treasurer** – Douglas recommended the board to close the West America Bank account. With the Bureau’s ICS account at Yosemite Bank, FDIC insurance covers all of the bureaus’ funds within one bank. Donna Davis second the motion, and all were in favor with none opposed.
- **Consideration to initiate proposed TBID Management District Plan** – YMCTB board decided not to action on this matter at this time. Depending on the outcome of the TOT ballot initiative in the November election, the matter may need to be addressed at a special meeting.
- **Consideration of recommendation to approve funding of Feasibility Study for Hotel and Conference Center** - YMCTB board decided not to take action on this matter at this time.

➤ **COMMENTS FROM BOARD AND STAFF**

- None

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➤ **CLOSED SESSION**

The Board of Directors went into a closed session from approximately 4:17PM to approximately 4:55PM.

- Report from Human Resources Committee – Board to discuss proposed performance standards for the Executive Director.

Dan Jensen reported the board approved the recommendations by the Board in regards to performance standards for the Executive Director. Meeting adjourned at approximately at 5:00PM.

➤ **ANNOUNCEMENTS:**

Next B.O.D. Meeting will be Thursday, January 15, 2014 at 1:30 PM at the Board of Supervisors Chambers. Reminders will be sent out via email.