



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU

Joint BOS and Board of Directors Meeting

April 19, 2018

Board of Supervisor Chambers

5100 Bullion Street

Mariposa, Ca 95338

Call in not available

Directors Present:

Kevin Shelton – Yosemite Resorts

Douglas Shaw – Yosemite Bug Rustic Mountain Resort

Barbara Robinson – Indian Peak Ranch

Donna Nassar – B&B Association

Jeff Bray – Aramark Yosemite Hospitality

MaryAnn Huff – Northern Mariposa County

Dane Carlson – Mariposa County Chamber of Commerce

Paul Ratchford – Tenaya Lodge DNC

YMCTB Staff:

Terry Selk – Director

Carrie Kidwell – Administrative Assistant

Julie Hadzega – Travel Trade & Operations Manager

Laura Wattles – Communications Manager

Human Resource Committee Present:

Candy O'Donel-Browne (Mariposa Citizen)

Marketing Committee Present:

Victoria Imrie – Yosemite Zipline & Adventure Park

Board of Supervisors Present:

Rosemarie Smallcombe – District I

Marshall Long – District III

Kevin Cann – District IV

Miles Menetrey – District V

Merlin Jones – District II

Board of Supervisors Staff Present:



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Dallin Kimble – County Administrative Officer

Rene' LaRoche – Clerk of the Board

Steven Dahlem – County Counsel

Guest Present:

Greg Little – Mariposa Gazette

Ed Drechsler – Mariposa Citizen

CALL TO ORDER:

- Rosemarie Smallcombe chaired the meeting starting at 10:00 am, requesting for The Pledge of allegiance to be led by MaryAnn Huff, with a moment of silence following.
- Rosemarie opened the floor for public comment.

SELF-INTRODUCTION BY ALL IN ATTENDANCE

- Introductions were made.

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA BUT WITHIN THE SCOPE OF THIS BOARD

-Members of the audience may address the committee on matters not on the regular agenda. Brown Act regulations restrict the committee from taking action on any subject presented that is not on the agenda.

- Ed Drechsler, a Mariposa Citizen expressed his concern over the lack of advertising efforts to brand Mariposa without Yosemite. Noted that under his understanding Yosemite has their own advertising efforts and why are we duplicating efforts.
- Dick Hutcheson/public member discussed County infrastructure and visitor traffic to the Museum and History Center.
- Dallin Kimble opened the meeting and provided a brief overview of the process. Participants introduced themselves then discussed what their vision is for Mariposa, the challenges and opportunities that they see for the area, and potential action items.

INFORMATION AND PRESENTATION MATTERS

- Discussion: The Future of Mariposa County
 - Discussion was held



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- Major challenges and initiatives of Mariposa County
 - Major challenges and initiatives of YMCTB
 - Discussion was held.
- Discussion: The County / YMCTB Partnership
 - Discussion was held.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- There are no actions to be taken as a result of this meeting.

COMMENTS FROM BOARD AND STAFF:

ADJOURNMENT

- The meeting was adjourned at 12:12 pm by Rosemarie Smallcombe.