

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Special Meeting Minutes
August 1, 2014
1:00 pm**

Directors Present:

Kevin Shelton
Brian Bullis
Donna Nassar
Kathy McCorry

Directors Via Teleconference:

Dan Jensen
Sara Zahn
Mary Ann Huff
Donna Davis

Directors Via Teleconference unable to Vote due to Brown Act Regulations:

Jonathan Farrington
Barbara Robinson

Directors Not Present

Douglas Shaw

YMCTB Staff Members Present:

Terry Selk
Julie Hadzega
Windy Gonzalez
Noel Morrison

Advisors Present:

Candy O'Donel-Browne

Advisors Via Teleconference:

Roger Biery

Visitors Participating by Teleconference:

Jim Stellmack

- **CALL TO ORDER FOR OPEN SESSION**
Meeting was called to order at 1:03 pm by Dan Jensen.
- **SELF INTRODUCTION BY ALL IN ATTENDANCE**
Dan Jensen provided roll call for those in attendance and via teleconference.
- **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.

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Special Meeting Minutes
August 1, 2014
1:00 pm**

Terry Selk announced the upcoming REI campaign. This will be a three-day event in San Francisco on August 12th, 13th and 14th, 2014. The Ken Burns film Yosemite: A Gathering of Spirit will be shown all 3 days along with a representative from Yosemite National Park. A special trip giveaway will take place as well.

- **INFORMATION AND PRESENTATION MATTERS**

None

- **ACTION MATTERS, REGULAR AGENDA**

Dan Jensen provided an overview of the entire Board packet provided to the Board via email and/or by copy in person. This Board packet contained the following documents:

- 1) Advertising Agency RFP Overview Process (timeline and course of procedure)
- 2) Augustine versus Catalyst (cost comparison)
- 3) Email from Mark Astone to Dan Jensen
- 4) Staff Report re Catalyst Marketing
- 5) Letter to Terry Selk re Catalyst Marketing (analysis of complaint issues from legal counsel)
- 6) YMCTB Fall Campaign-AugustineIdeas (proposal for immediate action plan and fall campaign)
- 7) YMCTB Fall Campaign 4 Week Action Plan
- 8) Catalyst Marketing Notice of Cancellation

Agenda Item 1 Approval of Motion to Cancel the Agreement with Catalyst Marketing Company: After a brief discussion; Kevin Shelton moved that the Board authorize Terry Selk to send the certified letter presented at the meeting (copy attached with a minor correction) dated August 1st, 2014 to the agency of record, Catalyst Marketing Company to cancel the existing agreement. Donna Davis seconded this motion.

After a brief discussion, the roll call of voting Board Members produced a unanimous vote and the vote record is detailed below.

Brian Bullis – Yes
Jonathan Farrington - Unable to vote due to Brown Act requirements
Donna Davis - Yes
Mary Ann Huff – Yes
Dan Jensen – Yes
Donna Nassar – Yes
Kevin Shelton – Yes
Sara Zahn – Yes
Barbara Robinson - Unable to vote due to Brown Act requirements
Kathy McCorry – Yes

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Special Meeting Minutes
August 1, 2014
1:00 pm**

Agenda Item 2 Authorize the Executive Director to immediately engage Consumer Effects International, LLC (dba AugustineIdeas) to provide marketing services to YMCTB as described in the supporting documentation in the Board packet provided: After discussion, Donna Davis moved that the Board authorize Terry Selk to engage AugustineIdeas on a month to month basis for August and September of 2014 at a cost not to exceed \$15,850.00 each month for the services as described in the Board packet, a copy of which is attached, and that Terry negotiate an annual agreement with AugustineIdeas, to be presented for consideration at the Annual Board Meeting scheduled for August 21, 2014. Brian Bullis seconded the motion.

After a brief discussion, the roll call of voting Board Members produced a unanimous vote and the vote record is detailed below.

Brian Bullis – Yes
Jonathan Farrington - Unable to vote due to Brown Act requirements
Donna Davis - Yes
Mary Ann Huff – Yes
Dan Jensen – Yes
Donna Nassar – Yes
Kevin Shelton – Yes
Sara Zahn – Yes
Barbara Robinson - Unable to vote due to Brown Act requirements
Kathy McCorry – Yes

- **COMMENTS FROM BOARD AND STAFF:**
Dan Jensen reminded the Board of the upcoming Annual BOD Meeting on August 21st, 2014.
- **MOTION TO ADJOURN:**
Meeting adjourned at 1:47 PM by Dan Jensen.
- **ANNOUNCEMENTS:**
Next B.O.D. Meeting will be our Annual BOD Meeting on Thursday, August 21st, 2014 at 1:30 PM at the Board of Supervisors Chambers.