

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
August 21, 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)
Kathy McCorry – (Chamber of Commerce and Visitor Centers)
Sara Zahn-(Hotel Jeffrey)

YMCTB Staff Members Present:

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

Advisors Present:

Roger Biery
Candy O'Donnell-Browne
Scott Gediman

Visitors Present:

Carol Johnson
Marshall Long
Lisa Cesaro

AugustineIdeas Team:

Liz Bostwick – Media Planner and Buyer
Debbie Augustine – CEO & Executive Creative Director
Lindsay Martin – Account Supervisor
Carolyn Wooddhall – Account Manager
Margo Robinson-EVP of Strategy & Partnerships

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at 1:34 pm by Dan Jensen.

➤ **SELF INTRODUCTION BY ALL IN ATTENDANCE**

All in attendance introduced themselves.

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- **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

Terry Selk was proud to announce that the bureau has added Scandinavia to our international offices. The bureau is looking forward to many upcoming projects with the international offices in the coming year.

MaryAnn Huff thanked the YMCTB and Visitor Center staff for the added help during the El Portal Fire in re-routing traffic and information to visitors.

Jonathan Farrington mentioned the Yosemite Sustainability Conference is available to all levels of business and anyone can attend. The cost per person is \$375. The event will take place on December 8th thru the 10th at the Curry Village in Yosemite National Park. Terry Selk added that the bureau is working with the EDC to acquire a possible state grant for setup of electrical vehicle charging stations throughout the county.

Kathy McCorry congratulated Terry Selk on his birthday, wedding anniversary and employment anniversary.

Terry Selk mentioned the bureau is also working with Tara Schiff, Mariposa County Community Development Grants Coordinator and UC Merced to get meetings and conferences here to Mariposa County. At this time the UC Merced website draws little attention for students, parents or professors to come to Mariposa County. Roger Biery stated that Tara Schiff is now the liaison between Mariposa County and UC Merced.

Carol Johnson congratulated Douglas Shaw on his 900 mile motorcycle trip to Mongolia. Douglas Shaw shared that there may be a possible showing of slides by Yamaha in EL Portal. He will post dates and times of the showing once available.

Marshall Long, Mariposa County's District 3 Candidate commented on a new initiative to market Mariposa (goods made in Mariposa) with the Mariposa County Chamber of Commerce. He would like YMCTB to consider working with his group.

Candy O'Donnel-Brown mentioned the upcoming Joseph "Jo" Jacinto Mora (1876-1947) Exhibition at the Mariposa Arts Council Treetop Gallery above Chocolate Soup from July 26th, 2014 to October 25th, 2014.

➤ **INFORMATION AND PRESENTATION MATTERS**

- **Treasurer's Report** – Douglas Shaw gave an overview of bureau's budget to date. Balances in accounts are to be verified for FDIC insurance coverage to determine if transfer of \$200,000.00 could be done now or as needed to cover funds under the FDIC insurance ruling. The board requested for Yosemite.com to start its own P&L accounting within the next quarter or two.

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

- **Status Report on County TOT Increase**-Terry Selk gave an overview of the status of the Board of Supervisors 4 to 1 vote to increase the TOT by 1.25%. Fifty-one percent of the public vote on the November ballot must pass in order for this increase to go into effect. County Board of Supervisors did not consider our offer of a 1% TOT and a 1% TBID split. The County CAO, Rick Benson has indicated that if this vote passes, the increase would not take effect until May 1st, 2015. Barbara Robinson asked if the lodging reservations for dates after May 2015 would be grandfathered in or would the additional 1.25% need to be collected. The ballot will only determine the pass or fail of the proposed increase. Per Roger Biery the Board of Supervisors will determine application.
- **Update on County Plans to include Tourism Bureau in annual budget and participation by Board in County Board of Supervisor Meeting the last week of August**-Terry Selk requested a proxy for the budget hearing due to unavoidable business travel. Kathy McCorry volunteered to stand in for Terry Selk. He indicated he would provide talking points for Kathy to present and reminded the board that a 3 to 2 vote would be needed for passing.
- **Update on Cancellation of Services by Catalyst Marketing**-Terry Selk stated the bureau initiated the certified letter to Catalyst for the cancellation of services per the board's request at the June 19th, 2014 meeting. The bureau did receive confirmation and Catalyst's agreement to the 60 day cancellation process which will include a continuation of public relations and social media services through September 2014. YMCTB legal received the response from Catalyst and has reviewed as well. Once completion of the 60 day term has passed, Catalyst will release all YMCTB materials. The Bureau will not pre-pay for the 60 day services.
- **Presentation of Marketing Services by AugustineIdeas**-The new marketing team from AugustineIdeas presented a five-month plan to the board. The board requested a one year plan. An addendum to the contract was presented to the board representing the summary of fees to be reviewed as an Action Matter. Dan Jensen expressed concern over proposed imagery for the fall campaign.
- **Presentation of Draft Annual Report**-Noel Morrison presented the draft annual report to the board. This draft is following the same layout as last year's annual report and a digital version of this draft will be sent to the board to review prior to publishing for any comments and changes.
- **Communications Strategy for 2014-2015**-Noel Morrison presented the communication strategy for 2014-2015. Please refer to the copy of the 2014-2015 Communication Plan handed out during the meeting. If further information is required, please refer inquiries directly to Noel Morrison.
- **Discuss 2014-2015 BOD Meeting Calendar**-the proposed calendar for 2015 was included in the Board Packet.

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➤ **ACTION MATTERS, REGULAR AGENDA**

- **Approval of Minutes –**
 - **Regular Meeting June 19, 2014**
 - **Special Meeting July 14, 2014**
 - **Special Meeting August 1, 2014**

All meeting minutes presented to the board were approved with a minor correction of a name misspelling on June 19, 2014. Jonathan Farrington motioned for all three sets of meeting minutes to be approved, MaryAnn Huff second the motion, and all were in favor with none opposed.

- **Election of Board of Directors-**
 - **Expiring Terms-**MaryAnn Huff was the only expiring board member who requested to renew her term as a board member. Jonathan Farrington motioned for the renewal of MaryAnn Huff's board member term of three years, Brian second the motion, and all were in favor with none opposed.
 - **Other nominations from the floor-**none were presented to the board.
- **Election of Officers-**The current slate of officers for 2013-2014 have agreed to carry on in their respectful positions into 2014-2015 as:

Dan Jensen-Chair
Jonathan Farrington-Vice Chair
Barbara Robinson-Secretary
Douglas Shaw-Treasurer

Jonathan Farrington motioned for the approval for the current slate of officers to continue their respectful positions thru 2014-2015, Donna Nassar second the motion, and all were in favor with none opposed.

- **Election of Advisors for one year-**All Advisors agreed to serve another year. MaryAnn Huff motioned for all the advisors to remain another year thru 2014-2015, Barbara Robinson second the motion, and all were in favor with none opposed.
- **Consideration of Proposal from AugustineIdeas for Approval-**Board approved the addendum to the contract for the summary of fees provided in the amount of \$14,500.00 for July and August and \$19,500.00 for ten months. A 7% commission on media purchasing with a thirty day cancellation notice was approved. Bureau's attorney to review contract and approve for signature. Kathy McCorry motioned for the approval, Douglas Shaw second, all were in support except Jonathon Farrington opposing.
- **Consideration of 2014-2015 Annual Budget (Revised) for Approval-**A board motion was not required; only clarification was made to the board as to the funds adjusted based on budget approval during the June 19, 2014 meeting. The adjustments were as follows: Public Relations now budgeted at \$60,000.00 and the \$200,000.00 from reserves will be divided evenly between the media spend costs until exact figures are provided from AugustineIdeas.

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A copy of the 2014-2015 budget was provided within the BOD packet; however, a copy can be requested by contacting the bureau's office directly.

- **Consideration of TBID Management District Plan Amendment, TBID assessment rate and Civitas proposal for services for Approval**-Kathy McCorry motioned for the board to table this topic until further information can be obtained by the board to make a final determination on the possible increase to the TBID, Barbara Robinson second the motion, and all were in favor with none opposed.

➤ **CLOSED SESSION**

The Board of Directors went into a closed session from approximately 5:25PM to approximately 5:55PM.

- Personnel Matters and Employee Reviews

➤ **COMMENTS FROM BOARD AND STAFF**

The Board of Directors authorized the Human Resources Committee to evaluate annual raises/bonuses for the Director of the Bureau, and to make recommendations to the Board so that appropriate action can be taken at the next meeting. The Board also authorized the Human Resources Committee to review the Director's evaluations of staff and recommendations for raises and authorized the Human Resources committee to approve raises with an overall ceiling of 5%. Additionally the Human Resources Committee is to evaluate the job description for Noel Morrison and is authorized to change the description and job grade based on input from outside HR.

➤ **MOTION TO ADJOURN:**

Meeting adjourned at approximately 6PM by Dan Jensen.

➤ **ANNOUNCEMENTS:**

Next B.O.D. Meeting will be Thursday, October 16, 2014 at 1:30 PM at the Board of Supervisors Chambers. Reminders will be sent out via email.