



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU

Board of Directors Meeting Minutes

August 23, 2018

In Attendance:

Directors Present:

Kevin Shelton – Yosemite Resorts
MaryAnn Huff – Northern Mariposa County
Douglas Shaw – Yosemite Bug Rustic Mountain Resort
Donna Nassar – B&B Association
Barbara Robinson – Indian Peak Ranch
Paul Ratchford – Delaware North – Tenaya Lodge
Kim Brisack - Coulter Café & Yosemite Rustic Retreat
MaryAnn Huff – North County

YMCTB Staff:

Jonathan Farrington – Director
Julie Hadzega – Travel Trade & Operations Manager
Laura Wattles – Communication Manager
Carrie Kidwell – Administrative Assistant

Advisors Present:

Scott Gediman – Yosemite National Park
Marshall Long – Mariposa County District III Supervisor
Candy O’Donel-Browne – Mariposa Citizen
Merlin Jones – Mariposa County District II Supervisor

Visitors Present:

Kass Bissmeyer – Mariposa County Chamber of Commerce
Xav Dubois – Mariposa County Chamber of Commerce
Tara Schiff – Economic Development
Hannah Schiff – Student
Greg Little - Mariposa Gazette

CALL TO ORDER:

- Meeting called to order at 1:36 pm by Kevin Shelton.



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SELF-INTRODUCTION 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.

- Kevin welcomed everyone to the 2018-2019 Board of Directors meeting.
- MaryAnn Huff – CoyoteFest 2018, there will be a pre-party at the Coulter Café on Friday, and post party on Sunday. Please share information via social media and help spread the word.

INFORMATION AND PRESENTATION MATTERS

- Yosemite National Park Update – Scott Gediman
 - The continued communication and support during the Ferguson Fire was very appreciated. Both Scott and Mike Reynolds were very pleased with the amount of support throughout the gateways, especially Mariposa County.
 - Highway 41 will reopen on 8-24-18 in the morning, unfortunately, this corridor was impacted quite a bit by the fire. Glacier Point Road will be the next road to reopen once fire crews clear out, this may take a few days, there is no set date at this time.
 - PG&E work will cause a closure from 8 am to 4 pm daily, with a Noon – 1 pm caravan opening. The work involves re-establishing power at Arch Rock, Yosemite Valley, and Badger Pass. These efforts do include helicopters to do the work, which is why the closure is in place. Will have a confirmed reopening for Sunday, late Saturday afternoon the 25th of August.
 - Parking lots are starting to fill more and more each day with around 80%.
- Mariposa County Update – Board of Supervisors
 - Merlin Jones stated that the Ferguson Fire has financially hit the county directly, with not only the loss of TOT and sales tax, but everyone has been affected in one way or another. This test with recovery will be a challenge. Highway 49N has reopened, and between Caltrans and efforts from other various services, everyone did an outstanding job. In the area of the Detwiler Fire, efforts to plant seeds have been successful. With the reopening of Highway 49 and the devastation that has continued to affect this route, Marshall Long mentioned that he would like to see Mariposa County and the Golden Chain Organization work together. Jonathan Farrington mentioned that Terry Selk the previous Director is



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currently on the The Golden Chain Highway board and there could be opportunities to work together. MaryAnn Huff has already been in contact with Terry regarding the 100 year anniversary of The Golden Chain Highway 49, which will be in 2019.

- Mariposa Chamber update – Chamber Board Member
 - Xav Dubois & Kass Bissmeyer indicated that they as a Board have been working diligently on repairing relationships throughout the community of Mariposa County.
 - Here are some of the short-term projects they are currently working on.
 - The Trolley (now owned by the Chamber) has been undergoing repairs and there may be some minor touch up work here and there but they do plan on having it done asap. The Trolley will be available for rent for all county events
 - There was a collaborated effort to restore the poles at the beginning of town to hang banners. Thank you to Caltrans, PG&E, who donated and installed the poles, Mariposa County Public Works and STI, STI will be in charge of hanging the banners.
 - The Chamber is working with Mariposa Arts Council & Mariposa County Planning Department and Pioneer Market on the Billboard at the Grizzly Gas Station. They hope to have it completed by the end of October 2018.
 - The Chamber is planning to revitalize the “Made in Mariposa” program – They have been working on this with the County’s Economic Development Division. There will be two booths at the Fair this year and they are currently working on a permit to have a vendor store in Mariposa. There are currently 135 members.
 - The Chamber Board has 16 seats with 4 vacant. They are currently taking applications for the replacement of the Executive Director
 - The Chamber is working on their communication efforts through newsletters, social media, website and Mariposa County Itineraries,
 - The Visitor Center has had some issues with staffing but that has been recently corrected. A second TV monitor will be added to show historical films of Mariposa and the other screen will be used to show events.
 - The Chamber appreciates all of the support during their transition and look forward to working with the community. The Chamber has requested that their board and the Tourism Board schedule a joint meeting in the future.
- Treasurers report – Douglas Shaw
 - The Balance Sheet is up 29%,



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- Profit & Loss last quarter is off due to the County contracted payment being delayed. Balance Vs Actuals is in a line across the board.
 - The BID is up 7%, but comparatively, we were expecting more around a 4% less comparative.
 - Income is up 104%,
 - Advertising expense is on cue.
 - Communications are within the budget.
 - Consumer Trade and Local is up 129% due to registration fees.
 - International offices are all paid by the end of the previous fiscal year, however, our FAM line item is up due to international offices.
 - Travel Meal and Entertainment are up due to two additional staff members at tradeshow.
 - Operations is over due to the TBID renewal, as well as budgeting error under equipment.
- Jonathan made a short introductory of Guatum Patel, who is the next generation of the Patel family the owners of Comfort Inn, Monarch, and Best Western, Mr. Patel is looking to be more involved with the community.
 - TOT report & Re-forecast for the fiscal year & dedicated reserve
 - Jonathan mentioned that realistically, the budget will need to be reviewed. Moving forward we will need to revamp and double check all contracts in reference to radio ads, print ads and will need to re-evaluate where we need to be spending the funds. He is going to schedule a full day marketing retreat either mid-September or October, where we can work together in an overall direction.
 - Kevin Shelton made note that due to the fire, it truly did have a full impact on TOT. In the recent decade, we have had a \$9.9 Million to \$14.9 million growth in TOT.
 - Marketing update
 - The update is attached for review.
 - TOT Increase discussion, including a possible future Board position
 - The discussion was held, with concerns regarding some properties needing to drop rates to cover costs of increase, along with employment rates etc. Due to the loss lodging properties had during the Ferguson Fire, it seems that this is not a good time to implement a TOT increase.
 - Jonathan attended 4 out of 5 community meetings, which were in Greeley Hill, Midpines, Ponderosa and Mariposa. He provided input which included lodging and tourism concerns..



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- Ferguson Fire, recovery, press media & recovery campaign update
 - The Tourism Bureau team volunteered at the Visitors Center during the initial Highway 140 evacuation and closure, as well as created alternate route maps through Coulterville and Fish Camp that became available to the desk staff at the Visitor Centers when working with concerned travelers. They also worked with the Fairgrounds on redirecting RV and Camp goers to an alternative location, including Lake McClure. They provided communications during the initial fire and over the following weeks with morning and evening information sharing conference calls.
- Executive Director Update including general crisis communication
 - Jonathan thanked Julie, Laura, and Carrie for their continued support during the turnover of leadership, and teamwork during the Ferguson fire. The staff did a good job providing information and links to the best quality information available. They were in direct contact with the Incident Command PIO and their leadership. An adjustment was made on how the information will be sent out. The Bureau could have increased the communications to the other businesses, outside of the lodging partners, as well as our international sales office communications should have been increased as well. With all of this taken into account we will be updating and re-evaluating our crisis plan so that we are prepared for this winter should there be any temporary closures to fire-affected areas. Communications with Scott Gediman was very good, Scott went out of his way to keep Tourism in the loop. Laura and Jonathan handled and interacted with nearly 100 media calls and interviews, from TV, Radio both live and recorded and telephone interviews.
 - The following weeks included a series of substantive conversations with partner contractors such as Single Point, Noble, Augustine, and Townsend Affairs on current and future efforts. Scheduled conference calls were held with the international offices; Black Diamond, Gate 7 MSI, and AtlanticLink. Jonathan also visited Yosemite Hospitality offices in Fresno.
 - Attended several meetings and community events throughout the community;
 - Meetings –Merchant (Mariposa business association) Yosemite Gateway Partners, Mainstreet Mariposa, The Chamber, Yosemite Conservancy, Nature Bridge, Mariposa History Museum Board introduction, SBC, EDC, The CAO, B. Borcard, as well as several Tourism Board and advisory members.



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- Community events – National Night out, Main Street Fair benefitting CASA, also met with several community event festival coordinators, such as Butterfly Festival and other events.
- Jonathan was nominated by Supervisor Smallcombe to represent Mariposa County for the YARTS Authority Advisor Council meetings, and was approved and encouraged by Kevin Shelton.
- The Mariposa Chamber has requested that there be a presence of a staff member at their Board meetings
- A Grant/Donation review committee was formed comprised primarily of the Marketing Committee members and one or two Board members.
- Through an email chain on August 18, 2018, with Supervisor Smallcombe regarding concerns with Highway 140 Caltrans planned work, it was discovered that Google Maps indicated that Highway 140 was fully closed. This error could cause the loss of thousands of travelers through Mariposa County. The Bureau worked with the Supervisor, contacting Google and many other entities and individuals to make the correction, and by Sunday the google maps had been corrected.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Nominations for members of the YMCTB Board and election of members.
- Nomination and elections of officers for 2018-2019.
 - Barbara Robinson – Secretary, Douglas Shaw – Treasurer, and Kevin Shelton – Executive Chair, agreed to continue their seated positions for this 2018/2019 year.
 - Noted that if anyone is interested in obtaining these positions, or should someone like to nominate an individual, please send nominations to the board.
 - MaryAnn Huff motioned for Barbara, Douglas, and Kevin to stay in their seated positions for another year. Kim Brisack second the motion, all were in favor with none opposed.
- Nomination and election of members for 2018-2019.
 - Scott Gediman mentioned that Lisa Cesaro would be a great member to add, she has attended Marketing meetings in the past and may have some interest in joining the board.



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- Paul Ratchford – Member at large, Donna Nassar – Member at large, Kim Brisack Member at large and MaryAnn Huff – Member at large, all agreed to stay on for the next 3 years.
- Nomination and election of advisors for 2018-2019
 - Candy O’Donal-Browne – Mariposa Citizen and Scott Gediman – Yosemite National Park agreed to stay on as advisors.
 - Kim Brisack motioned to keep the same advisors in their positions for another year, MaryAnn Huff second the motion, all were in favor with none opposed.
- Nomination and election for Marketing Committee for 2018-2019
 - Scott Gediman mentioned that Lisa may be interested in this as well, and will follow up with her directly.
 - Kim Brisack requested to be added to the marketing committee as a representation of the North County.
 - Paul Ratchford motioned to accept the addition of Kim Brisack to the Marketing Committee, and for the conversation to be had with Lisa Cesaro.
- Approval of standing committees and their members
 - Barbara Robinson motioned to accept all standing committees and their members, including the HR Committee, and Marketing Committee, Kim Brisack second the motion, all were in favor with none opposed.
- Approval of regular meeting minutes for May 16, 2018
 - MaryAnn Huff motioned to accept meeting minutes, Paul Ratchford second the motion, all were in favor with none opposed.
- Approval of special meeting minutes for June 7, June 8, June 15, 2018
 - MaryAnn Huff motioned to accept meeting minutes, Paul Ratchford second the motion, all were in favor with none opposed.
- Approval of special meeting minutes joint BOS/YMCTB April 19, 2018
 - MaryAnn Huff motioned to accept meeting minutes, Paul Ratchford second the motion, all were in favor with none opposed.
- Approval of special meeting minutes joint BOS/YMCTB June 22, 2018
 - MaryAnn Huff motioned to accept meeting minutes, Paul Ratchford second the motion, all were in favor with none opposed.
- Approval for ED or Tourism Staff Member to join Mariposa Chamber Board



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- Paul Ratchford motioned to have Jonathan become a member of the chamber board, Donna Nassar second the motion, all were in favor with none opposed.

- Approval for Tourism Board to Meet with Chamber Board
 - The discussion was had that the two boards would have a great start by holding the meeting with conversations to be had regarding marketing and communication. Donna Nassar motioned, Barbara Robinson second the motion, all were in favor with none opposed.

- Approval for Tourism Board to meet with Board of Supervisors
 - Paul Ratchford motioned, with a mention that this should be either annual or semi-annual. Donna Nassar second the motion, all were in favor with none opposed.

CLOSED SESSION

- Annual performance reviews and personnel matters
 - Closed session at 4:55 pm.

ITEMS TO REPORT FROM CLOSED SESSION

- Reviews and personnel matters discussed.

COMMENTS FROM BOARD AND STAFF

- None

ADJOURNMENT

- 5:30p.m