

Thursday, April 3, 2014

A G E N D A

1:30 PM

OPEN SESSION

**CALL TO ORDER**

**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.

**INFORMATION AND PRESENTATION MATTERS**

Treasurer's Report (Douglas Shaw)

Townsend Public Affairs Update ( )

Update on Yosemite Park Issues (Sesquicentennial, River Plans, Centennial Plans) (Scott Gediman and Dan Jensen)

Ferguson Slide Update

Staffing Update

Marketing Update

- International Pow Wow
- Yosemite: Gathering of Spirit
- National Tourism Week
- National Parks IMAX Film by US Travel

Marketing Plan and Budget Draft for 2014-2015

Sustainable Tourism Conference

Conference Center RFI

Partner Development

California Cup Golf Invitational Update

**ACTION MATTERS, REGULAR AGENDA**

APPROVAL OF MINUTES – Approval of regular meeting minutes for October 17, 2013

DETERMINATION OF YMCTB POSITION ON POTENTIAL TOT INCREASE

APPROVAL OF ADVERTISING RFP

APPROVAL OF CHANGE IN YOSEMITE.COM CONTRACTUAL AGREEMENTS

APPROVAL TO COMMIT TO NEW OFFICE SPACE

**COMMENTS FROM BOARD AND STAFF**

**ADJOURNMENT** – Next BOD Meeting To Be Determined