YOSEMITE / MARIPOSA COUNTY TOURISM BUREAU MARKETING COMMITTEE MEETING Mariposa County Human Services-Mariposa Room 5362 Lemee Lane Mariposa, CA 95338

Wednesday, August 10, 2016

AGENDA

1:30 PM

- CALL TO ORDER FOR OPEN SESSION
- > SELF INTRODUCTION BY ALL IN ATTENDANCE
- ➤ 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.

> INFORMATION AND PRESENTATION MATTERS

- Seasonal Campaign Presentation and Branding Guidelines AugustineIdeas
- Website update
- County Funding Status Report
- 2016-2017 Marketing Plan/Budget Update
- Co-op Update
- Other:

A vacation rental management group is requesting that all properties under its control be individually placed on the website rather than under one location as is currently our operation platform for multiple property listings.

> ACTION MATTERS, REGULAR AGENDA

- Approval of Minutes May 19, 2016
- Approval of Proposed 2016-2017 Budget
- Recommendation to BOD on vacation rental management group request

> COMMENTS FROM COMMITTEE AND STAFF

ADJOURNMENT