

**Yosemite/Mariposa County Tourism Bureau
Board of Directors Meeting Minutes
June 24, 2015
1:30 pm**

Directors Present:

Dan Jensen (Delaware North - Chairman of the YMCTB BOD)
Kevin Shelton – (Yosemite Resorts)
Brian Bullis – (Mariposa Fairgrounds)
Douglas Shaw- (Yosemite Bug, Treasurer – YMCTB BOD)
Barbara Robinson – (Indian Peak Ranch, Secretary – YMCTB BOD)
Donna Davis-(The Redwoods in Yosemite)
Donna Nassar-(Bed and & Breakfast Inns)
Mary Ann Huff – (North County Representative)
Sara Zahn-(Hotel Jeffery Hotel and North County Visitor Center)
Damian Riley-(Mariposa County Chamber of Commerce)

YMCTB Staff Members Present:

Terry Selk – Executive Director
Noel Morrison-Communications Manager
Windy Gonzalez – Administrative Assistant

Advisors Present:

Roger Biery (Sierra Communications)
Kevin Cann (Board of Supervisors)

Visitors Present:

None

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at approximately 1:30 pm by Dan Jensen.

➤ **SELF INTRODUCTION BY ALL IN ATTENDANCE**

All in attendance introduced themselves.

➤ **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 Shelton reminded the board of the annual Sausage and Suds event will be taking place at the Mariposa County Fairgrounds on Saturday, June 27th. Tickets can still be purchased.

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➤ **INFORMATION AND PRESENTATION MATTERS**

- **Yosemite National Park Update:** Dan Jensen (Delaware North) discussed the change in concessionaires from Delaware North to Aramark. The official date of change is March 1, 2016. Many items have yet to be ironed out; however, Dan expects both concessionaires to work together to make the visitor experience unchanged. Dan will follow up with updates as information comes available.
- **Ferguson Project Update:** Noel Morrison (YMCTB) expressed satisfaction in the project's process. She is in constant contact with CalTrans and as of today the delays are back to the original 15 minute wait time. Noel is working with Lawson Studios to prepare videos representing various stages of the Ferguson Project.

- **Treasurer's Report:**

YMCTB - Douglas Shaw (Yosemite Bug) gave an overview of the YMTCB's budget to date. The budget is at 82% for the year and the TOT has increased 18% year-over-year.

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

Yosemite.com - Douglas Shaw (Yosemite Bug) gave an overview of the Yosemite.com budget to date. Julie Hadzega has been able to maintain and gain advertisers to the website to increase the budget's bottom line at this time.

A copy of the Yosemite.com budget is in the Bureau's office for review upon request.

- **Townsend Public Affairs Report:** Terry Selk (YMCTB) asked the Board to review the Townsend Public Affairs handout within the packet at their own leisure. Any questions or concerns may be addressed to Terry Selk via telephone or email.
- **Advertising/Marketing Update:** Terry Selk (YMCTB) and Noel Morrison (YMCTB) gave a brief overview of all the items within the marketing update. This update can be found in the board's packet. Any questions or concerns may be addressed to Terry Selk or Noel Morrison via telephone or email.
- **Preparedness Meetings Regarding Fire Risks and Issues:** Noel Morrison (YMCTB) is attempting to assemble a meeting with appropriate resource and response agencies concerning a review of the Bureau's crisis communication plan.

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- **Status of Candidates for Open Positions in YMCTB:** Please see Action Matters listed below as Vote on proposed staff changes.
- **2014-2015 County Contract Status:** Please see Action Matters listed below as Consideration to alter County Funding Request
- Action Items for Annual Meeting: Dan Jensen (Delaware North) reminded the board of the upcoming annual meeting and the items listed below requiring voting at the Thursday, August 20, 2015 annual meeting.
Discussion of issues to be addressed at annual meeting on August 20, 2015
 - Nomination and Election of Members of the Board (Terms for the current members are attached)
 - Annual Election of Officers (All positions need to be filled, but individuals can fill two positions simultaneously)
 - Approval of Standing Committees Members
 - Annual Approval of Advisors

➤ **ACTION MATTERS, REGULAR AGENDA**

- **Approval of Minutes:** Minutes from the March 19, 2015, meeting were approved by the Board. Brian Bullis (Fairgrounds) made the motion, Kevin Shelton (Yosemite Resorts) seconded and all were in favor with none opposed.
- **Approval of Treasurer's recommendation to change accountant for bookkeeping, financials and taxes:** Douglas Shaw (Yosemite Bug) recommended the Board take this opportunity to change accounting services with the recent passing of current CPA Eric A. Oster since remaining staff are not certified public accountants. For functionality of location and services, Simmons & Associates LLP located at 5074 Jessie St, Mariposa CA 95338, was recommended. Douglas Shaw (Yosemite Bug) motioned for the Board to authorize the staff to complete the process of changing accounting firms from Eric A. Oster CPA to Simmons & Associates LLP for all financials services and annual tax preparation to not exceed 100 hours of service or the equivalent of \$500-\$800 monthly service fee. Kevin Shelton (Yosemite Resorts) seconded the motion, and all were in favor with none opposed.
- **Approval of Treasurer's recommendation to adjust the 2 signature requirement on checks from the current \$1500 limit to a \$2500 limit:** Douglas Shaw (Yosemite Bug) requested the Board consider increasing the two signature requirement for all Bureau checks from the current \$1,500 limit to \$2,500. Donna Davis (The Redwoods) motioned for the change while Donna Nassar (Bed and Breakfasts) seconded. All were in favor with none opposed.

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- **Vote on nomination of Kathrin Poetter to the Marketing Committee:** Dan Jensen (Delaware North) requested the Board approve the nomination of Kathrin Poetter (Tenaya Lodge) to the Marketing Committee to replace Jonathan Farrington who resigned in March. Kevin Shelton (Yosemite Resorts) motioned for approval, Donna Nassar (Bed and Breakfasts) seconded the motion, and all were in favor with none opposed.
- **Vote on nomination of Kevin Shelton to serve as Vice Chair (remaining term for position formerly held by Jonathan Farrington):** Dan Jensen (Delaware North) asked the former Vice Chair, Kevin Shelton (Yosemite Resorts), to serve as the interim Vice Chair until the annual elections in August. Donna Davis (The Redwoods) motioned for the Board's approval, Barbara Robinson (Indian Peak Ranch) seconded. All were in favor with none opposed.
- **Vote on 2015-2016 Conceptual Marketing Plan:** The board chose to suspend motion at this time pending the county budget hearings in August.
- **Vote on 2015-2016 YMCTB Budget:** The board chose to suspend motion until the annual BOD meeting on August 20, 2015.
- **Consideration to alter County Funding Request:** Terry Selk (YMCTB) proposed to the board members a change in the requesting process of county funds. He suggests we move from the fixed \$500,000.00 county contract amount to a set percentage amount. Although Kevin Cann (District Supervisor) supports this plan, he reminded the board that we would still have to go before the Mariposa County Board of Supervisors yearly for approval. The board discussed several options and brought to vote the following:

Kevin Shelton (Yosemite Resorts) motioned for the board to request the county contracted funds to a percentage amount. The percentage amount to be based on the average TOT totals over the last five years instead of the fixed \$500,000.00 amount, Brian Bullis (Fairgrounds) seconded the motion. All were in favor with none opposed.
- **Vote on proposed staff changes:** A revised job description for the Digital Communications Coordinator was presented by Terry Selk (YMCTB) to the Board. Terry Selk asked the board to approve this revision and authorize the staff to move forward with the posting and the screening of the Digital Communications Coordinator with final selection approval by the Human Resources Committee. Kevin Shelton (Yosemite Resorts) motioned for the Board to authorize the staff to move forward with the posting and the screening of the Digital Communications Coordinator with final selection approval by the Human

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Resources Committee. Brian Bullis (Fairgrounds) seconded the motion. All were in favor with none opposed.

➤ **COMMENTS FROM BOARD AND STAFF**

Dan Jensen reminded the board and staff that annual reviews will be due on August 20th, 2015. Terry Selk confirmed he would be contacting the Human Resources Committee to set up a review meeting prior to complete the process by this date.

➤ **ADJOURNMENT**

Meeting was adjourned at approximately 4:45 pm by Dan Jensen.

➤ **ANNOUNCEMENTS:**

Next B.O.D. ANNUAL Meeting will be Thursday, August 20, 2015 at 1:30 PM at the Board of Supervisors Chambers. Reminders will be sent out via email.