

**Yosemite/Mariposa County Tourism Bureau  
Board of Directors Annual Meeting Minutes  
August 21, 2013  
1:30 pm**

**Directors Present:**

Dan Jensen – (DNC) –Chairman  
Kevin Shelton – (Yosemite Resorts) - Vice President  
Brian Bullis – (Fairgrounds)  
Jonathan Farrington – (DNC Parks and Resorts)  
Douglas Shaw- (Yosemite Bug)  
Mary Ann Huff – (North County/John Muir Geo Tourism)  
Barbara Robinson – (Indian Peak Ranch)  
Donna Davis – (The Redwoods)  
Sara Zahn – (Jeffery Hotel)

**YMCTB Staff Members Present:**

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

**Advisors Present:**

Roger Biery  
Kevin Cann  
Candy O’Donnell-Browne  
Scott Gediman

**Visitors Present:**

Merlin Jones, County Supervisor  
John Carrier, County Supervisor  
Carol Johnson, County Citizen

➤ **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.

➤ **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.

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1. Scott Gediman updated the Board as to the RIM Fire status. Route HWY 120 is closed and traffic is being re-routed to HWY 140. The valley floor is clear of smoke and open for business.
2. Kathy McCorry stated that the Visitor Center has stayed open to help displaced visitors due to the RIM Fire and to date they have helped over 60 visitors find new accommodations. Kathy also gave a brief overview of the Visitor Center stats and how the Tourism Bureau's efforts over the last few years have increased the visitor inquiries. The Visitor Center has also adjusted its hours to stay open later in the evenings to capture visitors coming thru after 5:00 PM.
3. Terry Selk announced the Bureau's purchase of the new digital recorder for recording all future meetings.

Also, due to the late booking patterns in the Spring Terry Selk stated that an online booking campaign was generated and came out in the end as a huge success.

Terry Selk commented on the TOT Collections for the past year for 2012-2013. Compared to the estimated figures, the TOT Collections came in \$16,000.00 under projected amount. Dan Jensen reminded the Board that this past year experienced the Hantavirus and 2011 was a record year for TOT. DNC is currently working on marketing to achieve 2011 numbers and he believes they are on the right track. Dan Jensen also reminded the Board that there are pending cases of the Hantavirus, so we are not clear of more publicity to come.

Scott Gediman addressed visitation to the park at a 3-4% decrease for the year based on the 2012 visitation numbers.

➤ **INFORMATION AND PRESENTATION MATTERS**

Mariposa Convention Center Update: Roger Biery stated the Economic Development Corporation of Mariposa County (EDC) is referring to this as the Conference Center instead of the Convention Center due to public opinion. The EDC is moving forward with the Request for Proposal (RFP) instead of waiting for a developer to come in. Townsend Public Affairs introduced the EDC to a company called Strategic Advisory Group to facilitate a RFP for the amount \$25,000.00. Roger Biery has applied for a grant with PG&E for the above mentioned \$25,000.00.

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Kevin Cann and Roger Biery have previously met with Jerry Fisher and a developer named Presidion from Texas. This developer showed interest in the property earmarked for the Conference Center as well.

Roger Biery expressed his departure from several committees in order to focus solely on the Conference Center project this year.

1. Townsend Public Affairs Project Status Update: Terry Selk made reference to the Status Report in the B.O.D. Packet from Townsend Public Affairs, Inc. For further details of any projects contact the Bureau directly.
  
2. New Logo/Creative: Terry Selk presented the new Logo and Creative for the upcoming ad campaigns. The artistic and nostalgic design was first launched at the International Pow Wow Show in Las Vegas and it was a huge success. These brand standards will be created and used throughout all Media and Marketing in the coming year(s).

Julie Hadzega also commented on the Co-op opportunities the Bureau has for our lodging partners. These opportunities give each and every lodging partner a wide variety of options along with more lead time to prepare.

3. Treasurer's Report: Terry Selk went over the 2012-2013 Budget and explained any items over budget. An internal audit was completed by Julie Hadzega to ensure every item was coded correctly with the existing accounting codes in preparation for the 2013-2014 new accounting codes.

During the May 16, 2013 Board Meeting, a question was raised with regards to the insurance coverage the Bureau maintains and the staff confirmed the coverage is right where it should be.

4. Insured Cash Sweep (ICS): Terry Selk confirmed to the Board that the funds for FDIC Insurance were transferred to the ICS Account upon the closing of the Wells Fargo Account.
  
5. Tentative 2014 Fiscal Year B.O.D. Meeting Calendar: The tentative schedule for the 2014 Fiscal Year was provided in the B.O.D. Packet. All meetings have been scheduled to be held at the Board of Supervisors Chambers.

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**ACTION MATTERS, REGULAR AGENDA**

1. Approval of Minutes: The May 16, 2013 Board of Directors Meeting Minutes were approved. Jonathan Farrington motioned for the Board to Approve Meeting Minutes, Brian Bullis second and all were in favor with none opposed.
2. Approval of Board Policy-Posting Board Information Publically: The Board approved the following postings to the Yosemite/Mariposa County Tourism Bureau website (YosemiteExperience.com):

All B.O.D. Meeting Agendas and B.O.D. Meeting Minutes upon approval

For all other meetings the agendas will be posted and the public can contact the Tourism Bureau office for further information such as Financials, Bylaws, Marketing Minutes and Marketing Plan. A memo on the website will reflect the above. Per the Brown Act, meeting minutes are not required to be posted; however, Civitas advised the Board that it would be good practice to post minutes from the Board of Directors meetings. Kevin Shelton motioned the Board to approve the postings of all meeting agendas, the Board of Directors Meeting Minutes upon approval and for any other information to be directly requested from the Bureaus office, Donna Nassar second, and all were in favor with none opposed.

3. Approval of Bylaws: The Board reviewed Bylaws and discussed Roger Biery's suggested changes. The Board approved Bylaws based on Roger Biery's suggestions. Roger Biery to email suggested changes to Windy Gonzalez for corrections within the Bylaws. The finalized Bylaws will be sent to Civitas and the Board Members once completed for review based on the above. Donna Nassar motioned for the Board to approve said Bylaws based on Roger Biery's suggested changes with Civitas approval, Douglas Shaw second, and all were in favor with none opposed.
4. Annual Election of Officers: The 2013-2014 Elected Officers are as follows:

**2013-2014 Board Officers:**  
Dan Jensen-Chair  
Jonathan Farrington-Vice Chair  
Barbara Robinson-Secretary  
Douglas Shaw-Treasurer.

Brian Bullis motioned for the election of the proposed slate of 2013-2014 Officers and Kevin Shelton second, and all were in favor with none opposed. (Effective as of 8/21/-2013 at 2:32 PM)

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5. Approval of Annual Committee Assignments: After discussion the Board approved the following committees as standing yearly committees and all other committees to be based on an adhoc basis as needed.

**Executive Committee:**

Dan Jensen  
Kevin Shelton  
Jonathan Farrington

**Marketing Committee:**

Jonathan Farrington  
Kevin Shelton  
Douglas Shaw  
Donna Nassar  
Donna Davis  
Jim Stellmack  
Scott Gediman

**Human Resources:**

Candy O'Donnell-Browne  
Douglas Shaw  
Dan Jensen  
Donna Nassar

6. Board also approved the Grants/Donation budget amount to be \$25,000.00 for 2013-2014. The process of granting funds to an organization will remain the same with an explanation of what funds will be used for and how will it generate overnight stays within the county. The Board approved that each grant/donation will not exceed 10% of the annual budgeted amount.
7. Approve Current Slate of Advisors and Term Commitment: The Board approved the 2013-2014 Advisors as follows:

**2013-2014 Advisors:**

Roger Beiry  
Candy O'Donnell-Browne  
Scott Gediman  
Kevin Cann  
Merlin Jones

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The Board approved a one year term for each Advisor. Kevin Shelton motioned for the approval of stated Advisors and term, Brain Bullis second and all were in favor with none opposed.

8. Approval of Annual Report: Terry Selk presented the design and information he would like to publish in the 2012-2013 Annual Report. The Annual Report must be completed and ready for public viewing within 120 days from close of year end. Donna Nassar motioned for the approval of the 2012-2013 Annual Report as presented by Terry Selk, Barbara Robinson second, and all were in favor with none opposed.
9. Approval of 2013-2014 Annual Budget: Terry Selk addressed the 2013-2014 Budget and new accounting codes to the Board. Dan Jensen requested a motion from the Board in regards to the 2013-2014 Budget with the following corrections:

Mariposa Experience Grant from \$20,000 to \$7,000  
Online Contingency from \$61,214 to 43,241  
Yosemite.com added in as a \$0 line item  
Accounting/Legal/Public Affairs from \$30,000 to \$45,000  
Salaries & Wages from \$225,000 to \$245,000  
Non-Employee from \$25,000 to \$5,000

Jonathan Farrington motioned for the approval by the Board of the 2013-2014 Annual Budget with stated corrections, Donna Davis second, and all were in favor with none opposed.

The Board also approved for the HR Committee to finalize a job description for a new hire within the staff at the Tourism Bureau. The Board also authorizes the HR Committee to hire for this said position. Jonathan Farrington motioned for the Board to approve the new hire and authorize the HR Committee to hire for said position, Douglas Shaw second and all were in favor with none opposed.

10. Approval of Marketing/Media Annual Plan: Terry Selk requested from the Board approval to the distribution of the Marketing Plan to our lodging partners. This would be a basic topline review for the lodging partners to receive information about the upcoming months and to verify where the TOT and TBID funds are being spent throughout the year. Dan Jensen stated that due to the Board approving the 2013-2014 Budget previously, a motion is not necessary; however, gave an authorization for Terry Selk to provide this information to the lodging partners as necessary.
11. Approval of Board Policy of Lodging Partners in Default: No action was taken by the Board at this time. Dan Jensen advised the staff of the Bureau to prepare a policy and place it in the Standard Operating Procedures.

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**COMMENTS FROM BOARD AND STAFF**

1. Terry Selk stated that the Tourism Bureau has scheduled 3 Town Hall Meetings to take place in the coming weeks and that emails will be sent to Board Members with dates and times.
2. Terry Selk reminded the Board that the County Budget Hearings were due to start the following week and that he would be making a presentation to the County Supervisors as to the Bureau's Marketing Plan for the county's allocated funds.

**CLOSED SESSION**

The Board of Directors went into closed session from 3:45 PM to approximately 4:15 PM.

1. Personnel Matters and Employee Reviews-the Board approved annual bonuses/raises to the staff of the Bureau.

**MOTION TO ADJOURN:**

Meeting was continued after Closed Session. Meeting adjourned at 4:20 PM by Dan Jensen. Jonathan Farrington motioned for the adjournment of the meeting, Douglas Shaw second, and all were in favor with none opposed.