



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
BOARD OF DIRECTORS REGULAR MEETING
Yosemite Mariposa County Tourism Bureau

Thursday, May 19, 2022
1:30 PM

This is a Zoom meeting please see the
access information below

<https://zoom.us/j/8656548057>
Meeting ID: 865 654 8057
Dial by your location
(669) 900 6833 US (San Jose)

FINAL A G E N D A

1:30 PM

OPEN SESSION

CALL TO ORDER

SELF-INTRODUCTIONS 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.

Opening Action Item: Accept the resignation of Jason Brannan, AutoCamp General Manager and replace with Scott Randall, new AutoCamp General Manager. Jason has been promoted to an AutoCamp regional position.

INFORMATION AND PRESENTATION MATTERS

- Yosemite National Park update
- Mariposa County Chamber of Commerce update
- Mariposa County Update – Mariposa County Supervisors
- Treasurer's report
- Partner Comments or Updates
- Proposed 2022-2023 Budget Review & Marketing Committee Recommendation
- Executive Director Marketing Update – Jonathan Farrington

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of minutes from March, 2022 Board Meeting
- Consideration and approval to remove sunset clause from TBID 1.5% ending 12/31/2022
- Consideration and approval of proposed 2022/2023 budget



- Consideration and approval for YMCTB Executive Director to increase or decrease paid marketing budget, excluding fixed costs or salary, within an approved board limit in relation to received revenues during the FY 2022/23.
- From Closed Session: Approval of performance evaluations & compensation

COMMENTS FROM BOARD AND STAFF

CLOSED SESSION

- Review HR committee recommendation on performance evaluations & compensation

RETURN TO OPEN SESSION

Reporting on outcome from closed session

ADJOURNMENT

- Consideration and approval to remove sunset clause from TBID 1.5% ending 12/31/2022



Yosemite Mariposa County Tourism Bureau
Marketing Committee Meeting

Date of Meeting: April 26, 2022
Time: 10:00AM (Zoom Meeting will open at 9:45 AM)
Location: This is a Zoom meeting - access information below

<https://us02web.zoom.us/j/85434302336?pwd=K1A3dk5YaHZQdjNFZ2t2VkVxUkp6QT09>

Meeting ID: 854 3430 2336
Passcode: 511568
One tap mobile
+16699006833,,85434302336#,,,,*511568# US (San Jose)

10:00 AM	Marketing Meeting Agenda
-----------------	---------------------------------

CALL TO ORDER

SELF-INTRODUCTIONS BY THOSE IN ATTENDANCE

Committee Members Present:

Lisa Cesaro, Yosemite Hospitality
Kim Brisack, Board Member
Nia Huerta, Delaware North
Kevin Shelton, Board Chair
Donna Nassar, Board Secretary
Emerald Wong, AutoCamp Yosemite
Yuli Gotsev, The Redwoods at Yosemite
Doug Shaw, Board Treasurer

YMCTB Staff:

Ellen Bergstone-Wasil
Aaron Demery, Operations Manager
Jonathan Farrington, Executive Director

Committee Members Present:

Scott Gediman, Yosemite National Park

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA BUT WITHIN THE SCOPE OF THIS BOARD –

Members of the audience may address the Marketing 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.



Yosemite Mariposa County Tourism Bureau
Marketing Committee Meeting

INFORMATION AND PRESENTATION MATTERS

- Update on financial position, leading to the coming fiscal cycle.
- Presentation of draft zero based YMCTB working budget for fiscal year 2022-2023.
- Presentation of co-op advertising – proposed plans with discussion

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- This committee is not empowered to take reportable action on its own but is expected to make recommendations to the full Board of Directors at the next regular board meeting May 19th, 2022.

The marketing committee recommends that the board approve the budget as presented.
Motion made by Yuli & Nia 2nd.

A rollcall vote was taken -

- Yuli – Yea
- Vicky – Yea
- Emerald – Yea
- Nia – Yea
- Lisa – Yea
- Doug – Yea
- Kevin – Yes
- Donna – Yes
- Kim – Yes
- *Comments made by the committee - Kim Brisack ... “the lack of overall comments are representative of the trust the committee has in the Executive Director, because (we) I know you put a lot of thought into it, my lack of comment is based in the trust we have in you. Donna agreed.*

A presentation of the overall Co-op marketing plan was made by Ellen Bergstone-Wasil.

Ellen provided an overview of recurring popular co-op choices as well as several new media options for co-ops. The feedback was excellent, as was the interest in marketing committee members to participate in the various programs in the next fiscal year.

PLANNED ADJOURNMENT – APPROXIMATELY 11:00 AM

A G E N D A Minutes

1:00 PM

OPEN SESSION

CALL TO ORDER

Present:

Kevin Shelton, Board Chair

Donna Nasser, Board Secretary

Candy O'Donnell-Brown, Board Member

Absent:

Doug Shaw, Board Treasurer

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

- None

ACTION MATTERS, REGULAR AGENDA

- None

CLOSED SESSION

- Discussion of employee performance reviews
- Discussion of annual wage recommendations

ACTION MATTERS, CLOSED SESSION

- Recommendations to be carried forth to the Board of Directors

HR Committee Members appreciated the level of detail in the annual reviews. The HR Committee voted unanimously to approve the review documents with no changes, as well as the Executive Directors salary recommendations for the 2022/2023 fiscal year, beginning June 26th, 2022.

ITEMS TO REPORT FROM CLOSED SESSION

This committee is not empowered to take reportable action on its own, but is expected to make recommendations to the full Board of Directors at the next regular board meeting.

ADJOURNMENT - Next Human Resources Committee meeting to be determined.