



## Yosemite Mariposa County Tourism Bureau

Board of Directors Regular Meeting Minutes

January 18, 2017

1:30 pm

### **Directors Present:**

Kevin Shelton  
Donna Davis  
Douglas Shaw  
Barbara Robinson  
Dane Carlson  
MaryAnn Huff

Donna Nassar  
Sara Zahn  
Paul Ratchford  
Kathrin Poetter – Marketing Committee  
Victoria Imrie – Marketing Committee

### **YMCTB Staff Members Present:**

Terry Selk  
Julie Hadzega

### **Advisors Present:**

Scott Gediman

### **Board Liaison Present:**

Merlin Jones

### **Visitors:**

Andy Walden – Noble Studios  
Jarrod Lopiccolo – Noble Studios  
Nicole Farley - Civitas  
Lindsay Moore - AugustineIdeas  
Alana Walker – AugustineIdeas

Greg Little – Mariposa Gazette  
Miles Menetrey – Mariposa County  
Supervisor District V  
Carrie Kidwell – Yosemite Bug Rustic  
Mountain Resort

### **CALL TO ORDER FOR OPEN SESSION**

1:31 pm

### **SELF INTRODUCTION BY ALL IN ATTENDANCE**

Everyone made self-introductions



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**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.

- Mary Ann Huff announced that the Northern Mariposa County History Center is re-opening in February and they are planning a gala event.

### **INFORMATION AND PRESENTATION MATTERS**

- Yosemite National Park Update
  - It is currently snowing in the park.
  - The park topped 5 million in visitation in 2016.
  - The flood displaced 800 people, and did cause some damage in storage space under the Majestic.
  - The Mariposa Grove is scheduled to open this summer.
  - Barbara Robinson asked what the status of the Ferguson Rock Slide. Kevin Shelton commented that it is still on hold at this time.
- Treasurer's Report
  - Douglas Shaw, Treasurer reported on the Profit and Loss reports from the last 3 months comparable to the previous year. A copy of the report is on file.
- County Funding Update
  - Terry presented the spreadsheet that was created by Dallin Kimble to the board which outlined the funding models requested by the Board of Supervisors. Merlin Jones suggested that the report be simplified and will speak with Dallin. Terry Selk will draft a letter to the BOS prior to the meeting on February 7<sup>th</sup>.

Merlin Jones also mentioned that the county would be hiring a consultant to audit all lodging operators in the coming months.



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- Townsend Public Affairs Update
  - A handout from Townsend was included in the packet.
- Advertising/Marketing Recap – Presentation by Augustine Ideas
  - Alana Walker from AugustineIdeas made a presentation regarding the advertising campaign that started in September. She showed screen shots of the various media and the results from each campaign. A copy of the presentation is on file.
  - Included in the packet was an eleven-page marketing report prepared by the Tourism Bureau reporting on the projects that the Tourism Bureau has been working on since the last board meeting in October. There is also a two-page report from Noel Morrison outlining her activities while she was visiting the international offices.
- Yosemite.com Update – Presentation by Noble Studios
  - Andy Walden from Noble Studios did a presentation about the performance of the website since the refresh and merge in June. A copy of the presentation is on file.
- TBID Renewal – Presentation from Nicole Farley of Civitas
  - Nichole Farley from Civitas did a presentation of the timeline for the upcoming TBID renewal for 2018. She also shared TBID activities from other DMO's.

**ACTION MATTERS, REGULAR AGENDA**

- Approval of meeting minutes for October 6<sup>th</sup> Board Meeting.
  - The minutes were reviewed and a motion to approve was made by Dane Carlson and seconded by MaryAnn Huff.



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- Request for approval of joint partnership to host the Adventure Travel Trade Association 2019 or 2020 Conference
  - Kathrin Poetter passed out information regarding the conference. Kathrin is asking the Tourism Bureau to invest \$35,000 for marketing and advertising for the conference. The Board had several questions and has requested that this item be deferred to the BOD meeting in March.

### **ADJOURNMENT/CLOSED SESSION:**

The Board adjourned the public portion of the meeting at 4:42 PM. There was no closed session

### **COMMENTS FROM BOARD AND STAFF:**

None.