

Thursday, October 16, 2014

**A G E N D A**

1:30 PM

OPEN SESSION

**CALL TO ORDER**

**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**

CA Travel and Tourism Commission – Tourism Assessment Referendum  
Treasurer's Report  
Dog Rock Fire Impact/Update  
Townsend Public Affairs Report  
TOT/TBID Update  
Advertising/Marketing Update  
Yosemite.com Update  
County Audit Report for 2013-2014  
Annual Report

**ACTION MATTERS, REGULAR AGENDA**

APPROVAL OF MINUTES – Approval of annual meeting minutes for August 21, 2014  
APPROVAL OF STANDING COMMITTEES  
APPROVAL OF RECOMMENDATIONS FROM MARKETING COMMITTEE  
APPROVAL TO CLOSE WESTAMERICA BANK ACCOUNT PER REQUEST OF TREASURER  
CONSIDERATION TO INITIATE PROPOSED TBID MANAGEMENT DISTRICT PLAN  
CONSIDERATION OF RECOMMENDATION TO APPROVE FUNDING OF FEASIBILITY STUDY FOR HOTEL AND CONFERENCE CENTER

**CLOSED SESSION –**

Report from Human Resources Committee

**COMMENTS FROM BOARD AND STAFF**

**ADJOURNMENT**

Next BOD Meeting January 15, 2015 at the Mariposa County Board of Supervisors Chambers at 1:30 pm.

# **YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

## **BOARD OF DIRECTORS MEETING**

**October 16, 2014**

### **INFORMATION AND PRESENTATION MATTERS**

CA Travel and Tourism Commission – Tourism  
Assessment Referendum

**YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

**BOARD OF DIRECTORS MEETING**

**October 16, 2014**

**INFORMATION AND PRESENTATION MATTERS**

Treasurer's Report

**Yosemite/Mariposa County Tourism Bureau  
Balance Sheet**

As of September 30, 2014

**ASSETS**

**Current Assets**

**Bank Accounts**

101.00 Yosemite Bank - General	\$	113,352.69
103.00 Yosemite Bank - MMkt		100,000.53
105.00 Yosemite Bank - ICS		631,550.15
107.00 WestAmerica		50,467.62
108.00 Yosemite.com		39,540.65
109.00 Wells Fargo		0.00

<b>Total Bank Accounts</b>	<b>\$</b>	<b>934,911.64</b>
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<b>Total Current Assets</b>	<b>\$</b>	<b>934,911.64</b>
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**Fixed Assets**

202.00 Machinery & Equipment	\$	13,803.00
212.00 Accumulated Depr.		(3,008.00)

<b>Total Fixed Assets</b>	<b>\$</b>	<b>10,795.00</b>
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<b>TOTAL ASSETS</b>	<b>\$</b>	<b>945,706.64</b>
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**LIABILITIES AND EQUITY**

**Total Liabilities**

**Equity**

401.00 Fund Balance	\$	778,261.66
Net Income		167,444.98

<b>Total Equity</b>	<b>\$</b>	<b>945,706.64</b>
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<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$</b>	<b>945,706.64</b>
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See Accountant's Compilation Report Attached

**Yosemite/Mariposa County Tourism Bureau**  
**Budget vs. Actuals: 2014 - 2015 - FY15 P&L**  
**July 2014 - June 2015**

	Actual	Budget	over Budget	% of Budget
<b>500.00 INCOME</b>				
501.00 BID Income	\$ 467,923.53	\$ 1,100,000.00	\$ (632,076.47)	42.54%
502.00 County Contract		500,000.00	(500,000.00)	0.00%
505.00 Co-op Reimb. - Publications	2,637.50	50,000.00	(47,362.50)	5.28%
506.00 Co-op Reimb. - Events		2,500.00	(2,500.00)	0.00%
507.00 Mariposa Experience Grant		3,000.00	(3,000.00)	0.00%
509.00 Other Income	1,161.65	5,000.00	(3,838.35)	23.23%
<b>Total 500.00 INCOME</b>	<b>\$ 471,722.68</b>	<b>\$ 1,660,500.00</b>	<b>\$ (1,188,777.32)</b>	<b>28.41%</b>
510.00 Interest Income	74.42		74.42	
<b>Total Income</b>	<b>\$ 471,797.10</b>	<b>\$ 1,660,500.00</b>	<b>\$ (1,188,702.90)</b>	<b>28.41%</b>
<b>Expenses</b>				
<b>600.00 ADVERTISING/ MARKETING</b>				
602.00 Agency Retainer-Acct Mgmt		\$ 145,000.00	\$ (145,000.00)	0.00%
603.00 Print	15,000.00	109,166.00	(94,166.00)	13.74%
604.00 Radio/Online		109,166.00	(109,166.00)	0.00%
605.00 Television		109,167.00	(109,167.00)	0.00%
657.00 Retargeting-Paid Media-Twitter		109,167.00	(109,167.00)	0.00%
659.00 Digital Network Ads	2,521.66	109,167.00	(106,645.34)	2.31%
663.00 Trip Portals	34,367.56	109,167.00	(74,799.44)	31.48%
671.00 Travel Planner (DVP)		10,000.00	(10,000.00)	0.00%
672.00 Brochures		7,500.00	(7,500.00)	0.00%
674.00 Yosemite Gateway Insert		22,000.00	(22,000.00)	0.00%
676.00 Re-Branding		0.00	0.00	
680.00 Destination Video	85.85	1,500.00	(1,414.15)	5.72%
681.00 Photo Library	665.40	10,000.00	(9,334.60)	6.65%
682.00 Other - Flyers, Sales profiles		7,500.00	(7,500.00)	0.00%
<b>Total 600.00 ADVERTISING/ MARKETING</b>	<b>\$ 52,640.47</b>	<b>\$ 858,500.00</b>	<b>\$ (805,859.53)</b>	<b>6.13%</b>
<b>685 COMMUNICATIONS</b>				
651.00 Website - Maint./Monthly Fee	\$ 1,230.00	\$ 15,000.00	\$ (13,770.00)	8.20%
652.00 Yosemite Experience.com Website Projects	2,328.75	10,000.00	(7,671.25)	23.29%
655.00 Yosemite.com (Monthly, Updates, Projects)	8,257.50	40,000.00	(31,742.50)	20.64%
656.00 Yosemite Experience Website SEO	1,800.00	7,200.00	(5,400.00)	25.00%
658.00 Social Media	17,000.00	35,000.00	(18,000.00)	48.57%
661.00 Booking Engine (Jack Rabbit)		10,000.00	(10,000.00)	0.00%
662.00 Enews & Eblasts		10,000.00	(10,000.00)	0.00%
664.00 Public Relations	2,300.00	60,000.00	(57,700.00)	3.83%
<b>Total 685 COMMUNICATIONS</b>	<b>\$ 32,916.25</b>	<b>\$ 187,200.00</b>	<b>\$ (154,283.75)</b>	<b>17.58%</b>
<b>700.00 CONSUMER/TRADE/LOCAL</b>				
701.00 Registration Fees	\$ 19,918.20	\$ 100,000.00	\$ (80,081.80)	19.92%
702.00 Booth/Displays/Shipping	58.50	10,000.00	(9,941.50)	0.59%
703.00 Meetings & Conferences	7,525.00	25,000.00	(17,475.00)	30.10%
704.00 Promotion/Giveaways	1,639.03	10,000.00	(8,360.97)	16.39%
710.00 Sponsorships	10,702.00	15,000.00	(4,298.00)	71.35%
712.00 Local Event Donations/Support	7,171.37	30,000.00	(22,828.63)	23.90%
715.00 Other	-376.79	5,000.00	(5,376.79)	-7.54%
<b>Total 700.00 CONSUMER/TRADE/LOCAL</b>	<b>\$ 46,637.31</b>	<b>\$ 195,000.00</b>	<b>\$ (148,362.69)</b>	<b>23.92%</b>

**730.00 FAMS - TRADE & MEDIA**

731.00 Hotel/Meals/Entertainment	\$	7,714.37	\$	30,000.00	\$	(22,285.63)	25.71%
<b>Total 730.00 FAMS - TRADE &amp; MEDIA</b>	<b>\$</b>	<b>7,714.37</b>	<b>\$</b>	<b>30,000.00</b>	<b>\$</b>	<b>(22,285.63)</b>	<b>25.71%</b>

**740.00 INTERNATIONAL OFFICES**

742.00 Austrailia	\$	5,000.00	\$	37,000.00	\$	(32,000.00)	13.51%
744.00 Germany		10,485.00		36,000.00		(25,515.00)	29.13%
746.00 United Kingdom		5,000.00		68,000.00		(63,000.00)	7.35%
748.00 Scandinavia/Netherlands		1,520.00		20,000.00		(18,480.00)	7.60%
<b>Total 740.00 INTERNATIONAL OFFICES</b>	<b>\$</b>	<b>22,005.00</b>	<b>\$</b>	<b>161,000.00</b>	<b>\$</b>	<b>(138,995.00)</b>	<b>13.67%</b>

**770.00 TRAVEL**

771.00 Travel/Mileage	\$	5,647.35	\$	40,000.00	\$	(34,352.65)	14.12%
772.00 Entertainment		1,253.37		4,000.00		(2,746.63)	31.33%
<b>Total 770.00 TRAVEL</b>	<b>\$</b>	<b>6,900.72</b>	<b>\$</b>	<b>44,000.00</b>	<b>\$</b>	<b>(37,099.28)</b>	<b>15.68%</b>

**801.00 OPERATIONS**

805.00 Rent/Storage/Maint/Cleaning	\$	8,448.86	\$	25,000.00	\$	(16,551.14)	33.80%
810.00 Telephone		2,200.46		12,000.00		(9,799.54)	18.34%
815.00 Supplies		735.75		4,000.00		(3,264.25)	18.39%
820.00 Equipment		3,200.54		5,000.00		(1,799.46)	64.01%
825.00 Utilities		1,574.03		3,000.00		(1,425.97)	52.47%
830.00 Postage		4,572.49		8,000.00		(3,427.51)	57.16%
835.00 Depreciation Expense				6,000.00		(6,000.00)	0.00%
840.00 Fees		125.01		500.00		(374.99)	25.00%
845.00 Insurance		2,395.00		2,500.00		(105.00)	95.80%
850.00 Accounting/Legal/Public Affairs		32,759.50		70,000.00		(37,240.50)	46.80%
855.00 Memberships/Dues		2,917.00		12,000.00		(9,083.00)	24.31%
860.00 Miscellaneous		861.47		2,000.00		(1,138.53)	43.07%
<b>Total 801.00 OPERATIONS</b>	<b>\$</b>	<b>59,790.11</b>	<b>\$</b>	<b>150,000.00</b>	<b>\$</b>	<b>(90,209.89)</b>	<b>39.86%</b>

**900.00 SALARY EXPENSE**

901.00 Salaries & Wages	\$	58,868.34	\$	245,000.00	\$	(186,131.66)	24.03%
921.00 Health Insurance		8,469.30		35,000.00		(26,530.70)	24.20%
925.00 Non-Employee		890.00		5,000.00		(4,110.00)	17.80%
927.00 Payroll Taxes		4,503.42		25,000.00		(20,496.58)	18.01%
930.00 Workman's Compensation Ins		645.49		3,000.00		(2,354.51)	21.52%
945.00 HR Service - Singlepoint		2,371.34		7,500.00		(5,128.66)	31.62%
<b>Total 900.00 SALARY EXPENSE</b>	<b>\$</b>	<b>75,747.89</b>	<b>\$</b>	<b>320,500.00</b>	<b>\$</b>	<b>(244,752.11)</b>	<b>23.63%</b>

**Total Expenses**

<b>\$</b>	<b>304,352.12</b>	<b>\$</b>	<b>1,946,200.00</b>	<b>\$</b>	<b>(1,641,847.88)</b>	<b>15.64%</b>
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**Net Income**

<b>\$</b>	<b>167,444.98</b>	<b>\$</b>	<b>(285,700.00)</b>	<b>\$</b>	<b>453,144.98</b>	<b>-58.61%</b>
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See Accountant's Compilation Report Attached

## Yosemite/Mariposa County Tourism Bureau

## PROFIT AND LOSS

July - September, 2014

	TOTAL		
	JUL - SEP, 2014	JUL - SEP, 2013 (PY)	% CHANGE
<b>Income</b>			
500.00 INCOME			
501.00 BID Income	467,923.53	443,147.42	5.59 %
505.00 Co-op Reimb. - Publications	2,637.50	24,957.67	-89.43 %
509.00 Other Income	1,161.65		
<b>Total 500.00 INCOME</b>	<b>471,722.68</b>	<b>468,105.09</b>	<b>0.77 %</b>
510.00 Interest Income	74.42	109.17	-31.83 %
<b>Total Income</b>	<b>\$471,797.10</b>	<b>\$468,214.26</b>	<b>0.77 %</b>
<b>Gross Profit</b>	<b>\$471,797.10</b>	<b>\$468,214.26</b>	<b>0.77 %</b>
<b>Expenses</b>			
600.00 ADVERTISING/ MARKETING			
603.00 Print	15,000.00	1,500.00	900.00 %
604.00 Radio/Online		7,710.00	-100.00 %
605.00 Television		-2,600.00	100.00 %
657.00 Retargeting-Paid Media-Twitter		82,967.11	-100.00 %
659.00 Digital Network Ads	2,521.66		
663.00 Trip Portals	34,367.56	31,285.93	9.85 %
676.00 Re-Branding		6,395.00	-100.00 %
680.00 Destination Video	85.85	210.00	-59.12 %
681.00 Photo Library	665.40		
682.00 Other - Flyers, Sales profiles		4,102.25	-100.00 %
<b>Total 600.00 ADVERTISING/ MARKETING</b>	<b>52,640.47</b>	<b>131,570.29</b>	<b>-59.99 %</b>
685 COMMUNICATIONS			
651.00 Website - Maint./Monthly Fee	1,230.00	2,180.00	-43.58 %
652.00 Yosemite Experience.com Website Projects	2,328.75	8,031.25	-71.00 %
655.00 Yosemite.com (Monthly, Updates, Projects)	8,257.50	9,986.00	-17.31 %
656.00 Yosemite Experience Website SEO	1,800.00	1,800.00	0.00 %
658.00 Social Media	17,000.00	34,000.00	-50.00 %
664.00 Public Relations	2,300.00		
<b>Total 685 COMMUNICATIONS</b>	<b>32,916.25</b>	<b>55,997.25</b>	<b>-41.22 %</b>
700.00 CONSUMER/TRADE/LOCAL			
701.00 Registration Fees	19,918.20	20,113.95	-0.97 %
702.00 Booth/Displays/Shipping	58.50	8,716.70	-99.33 %
703.00 Meetings & Conferences	7,525.00		
704.00 Promotion/Giveaways	1,639.03	1,378.29	18.92 %
710.00 Sponsorships	10,702.00	575.00	1,761.22 %
712.00 Local Event Donations/Support	7,171.37	8,112.00	-11.60 %
715.00 Other	-376.79		

	TOTAL		
	JUL - SEP, 2014	JUL - SEP, 2013 (PY)	% CHANGE
Total 700.00 CONSUMER/TRADE/LOCAL	46,637.31	38,895.94	19.90 %
730.00 FAMS - TRADE & MEDIA			
731.00 Hotel/Meals/Entertainment	7,714.37	1,989.15	287.82 %
Total 730.00 FAMS - TRADE & MEDIA	7,714.37	1,989.15	287.82 %
740.00 INTERNATIONAL OFFICES			
742.00 Austrailia	5,000.00	6,224.96	-19.68 %
744.00 Germany	10,485.00		
746.00 United Kingdom	5,000.00	9,500.00	-47.37 %
748.00 Scandinavia/Netherlands	1,520.00		
Total 740.00 INTERNATIONAL OFFICES	22,005.00	15,724.96	39.94 %
770.00 TRAVEL			
771.00 Travel/Mileage	5,647.35	18,450.66	-69.39 %
772.00 Entertainment	1,253.37	306.64	308.74 %
Total 770.00 TRAVEL	6,900.72	18,757.30	-63.21 %
801.00 OPERATIONS			
805.00 Rent/Storage/Maint/Cleaning	8,448.86	4,460.00	89.44 %
810.00 Telephone	2,200.46	2,129.67	3.32 %
815.00 Supplies	735.75	836.45	-12.04 %
820.00 Equipment	3,200.54	1,381.60	131.65 %
825.00 Utilities	1,574.03	674.52	133.36 %
830.00 Postage	4,572.49	1,660.63	175.35 %
840.00 Fees	125.01	257.16	-51.39 %
845.00 Insurance	2,395.00	2,370.00	1.05 %
850.00 Accounting/Legal/Public Affairs	32,759.50	34,280.80	-4.44 %
855.00 Memberships/Dues	2,917.00	1,000.00	191.70 %
860.00 Miscellaneous	861.47	362.17	137.86 %
Total 801.00 OPERATIONS	59,790.11	49,413.00	21.00 %
900.00 SALARY EXPENSE			
901.00 Salaries & Wages	58,868.34	57,052.16	3.18 %
921.00 Health Insurance	8,469.30	7,266.76	16.55 %
925.00 Non-Employee	890.00	1,160.00	-23.28 %
927.00 Payroll Taxes	4,503.42	4,364.49	3.18 %
930.00 Workman's Compensation Ins	645.49	634.82	1.68 %
945.00 HR Service - Singlepoint	2,371.34	1,786.92	32.71 %
Total 900.00 SALARY EXPENSE	75,747.89	72,265.15	4.82 %
Total Expenses	\$304,352.12	\$384,613.04	-20.87 %
Net Operating Income	\$167,444.98	\$83,601.22	100.29 %
Net Income	\$167,444.98	\$83,601.22	100.29 %

Wednesday, Oct 15, 2014 10:09:36 AM PDT GMT-7 - Cash Basis



**YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

**BOARD OF DIRECTORS MEETING**

**October 16, 2014**

**INFORMATION AND PRESENTATION MATTERS**

**Dog Rock Fire Impact/Update**

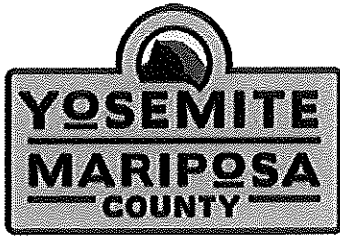
# **YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

## **BOARD OF DIRECTORS MEETING**

**October 16, 2014**

### **INFORMATION AND PRESENTATION MATTERS**

**Townsend Public Affairs Report**



## BOARD MEETING SUMMARY

OCTOBER 16, 2014

### Current and Recent Activities:

- Caltrans Transportation Planning Grant
  - Successful with an award of \$100,000 on May 15 for Phase 1;
  - This project will result in improved connectivity and mobility within the central historic district, through links with transit, parking availability and enhanced pedestrian and bicycle access and safety; and
  - Working with County staff to submit an application for Phase 2 in the next two weeks (October 31 deadline).
- Alternative and Renewable Fuel and Vehicle Technology Program
  - To be eligible for funding of infrastructure related to electric vehicles, including charging stations, the first step is a zero emission vehicle (ZEV) readiness plan;
  - The County would need to be the lead application on this funding program to pay for the development of the ZEP readiness plan; and
  - Currently soliciting feedback from County staff on the application and potential for a submittal.
- CalRecycle Rubberized Pavement Program
  - Currently reviewing the solicitation for this program with County and Fairgrounds staff to determine eligibility; and
  - This opportunity could fund improvements to parking lots and roadways at the fairgrounds.
- Habitat Conservation Fund and Other Upcoming Opportunities
  - Working with the John Muir Geotourism Center and County of Mariposa on a potential application to the Habitat Conservation Fund through the Department of Parks and Recreation;
  - The scope of the project didn't come together before the grant deadline this cycle, but working to submit by next summer; and
  - Reviewing other opportunities for complementary activities, including the Land and Water Conservation Fund.

# **YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

## **BOARD OF DIRECTORS MEETING**

**October 16, 2014**

### **INFORMATION AND PRESENTATION MATTERS**

TOT/BID Update

# **YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

## **BOARD OF DIRECTORS MEETING**

**October 16, 2014**

### **INFORMATION AND PRESENTATION MATTERS**

Advertising/Marketing Update

MARKETING UPDATE  
July 1-December 31, 2014

ADVERTISING UPDATE

- As presented by Augustineldeas

DOMESTIC

- participated in REI Bay Area store events, August 12-14
- placed advertisement in 2014-2015 San Francisco 49'ers season program

INTERNATIONAL

Australia

- training of new account manager who is from Bay Area (ongoing)
- participated in Visit CA Australia/New Zealand Sales Mission on behalf of High Sierra; conducted individual client sales calls for YMCTB with key airline, tour operator and travel agent clients (August 23-September 5);
- sales calls and training to accounts
- attended Visit USA meetings
- facilitated media visits
- organizing fam tour for FlightCentre/Air New Zealand (November 7-10)

France (via High Sierra Visitors Council)

- sales calls and training to accounts

Germany

- participating in CANUSA Ipad Travel Magazine (end of October release)
- participated in VUSA Road Show, Nuremberg, Munich, Stuttgart, Duesseldorf
- participating in Visit CA German Sales Days in Munich (October 30-31)
- sales calls and training to accounts
- reprinted three fold rack brochure in German

Mexico

- facilitated media visit with Visit CA Mexico office for three journalists
- organizing media visit for Brand USA for five journalists, television and social media

Scandinavia

- site visit with YMCTB representation office account manager, October 10-12
- co-sponsored trade and media VIP event with Visit CA for screening of "Valley Uprising" in
  - Sweden, September 17
- conducting account team training and tour operator sales calls in Copenhagen, October 28-29
- distributed press releases
- assisted journalists with press trips, images, story developments
- launched Yosemite Facebook page
- created press room and image gallery for Yosemite and Mariposa County
  - organized promotion with Holstebro Travel and Lufthansa Denmark for trip giveaway during handball matches from October 2014-May 2015 – expected reach is 50,000

- organizing participation in film event featuring Valley Uprising in Copenhagen, November 26-30
- preparing to launch Northern CA Triangle program with travel trade and media

#### UK

- hosted one group (15 agents) of UK annual Super Fam with British Airways and Visit CA (September 26-27); attended Super Fam finale with 60 agents
- attending World Travel Market in London, November 1-6
- attending tour operator Black Tomato VIP customer film release of its Taste of CA production
  - (November 6)
- facilitated media and trade sales calls
- expanding marketing push behind Northern CA Triangle with partners SF Travel and Sonoma County

#### Meetings and Conferences

- populated CVent
- facilitated meetings facility site inspection with consultant Smith and Surrency, July 21-23
- met with Delta Airlines Australia meeting/incentive department, Australia, August 4
- conducted meetings with three religious organizations in Merced and Ripon, August 13
- attending Cal SAE Season Spectacular, December 4
- soliciting CA Counties Mental Health Division for annual spring meeting

#### General

- sales calls on receptive operators in LA area, October 1-2
- building database on lodging partners that offer travel agent commissions
- various social media programs introduced such as Yosemite Stories on YosemiteNation
- follow-up survey from CA Cup attendees
- severed ties completely with Catalyst and in full integration/transition with Augustineldeas for social media and public relations activities

###

# **YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

## **BOARD OF DIRECTORS MEETING**

**October 16, 2014**

### **INFORMATION AND PRESENTATION MATTERS**

Yosemite.com Update



**YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

**BOARD OF DIRECTORS MEETING**

**October 16, 2014**

**INFORMATION AND PRESENTATION MATTERS**

**County Audit Report for 2013-2014**

**YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

**BOARD OF DIRECTORS MEETING**

**October 16, 2014**

**INFORMATION AND PRESENTATION MATTERS**

Annual Report

**YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

**BOARD OF DIRECTORS MEETING**

**October 16, 2014**

**ACTION MATTERS, REGULAR AGENDA**

Approval of Minutes

Regular Meeting, August 21, 2014

**Yosemite/Mariposa County Tourism Bureau**  
**Board of Directors Meeting Minutes**  
**August 21, 2014**  
**1:30 pm**

**Directors Present:**

Dan Jensen (DNC and Chairman)  
Jonathan Farrington (DNC and Vice Chairman)  
Kevin Shelton – (Yosemite Resorts)  
Brian Bullis – (Fairgrounds)  
Douglas Shaw- (Yosemite Bug and Treasurer)  
Mary Ann Huff – (North County/John Muir Geo Tourism)  
Barbara Robinson – (Indian Peak Ranch and Secretary)  
Donna Nassar – (B & B's)  
Kathy McCorry – (Chamber of Commerce and Visitor Centers)  
Sara Zahn-(Hotel Jeffrey)

**YMCTB Staff Members Present:**

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

**Advisors Present:**

Roger Biery  
Candy O'Donnell-Browne  
Scott Gediman

**Visitors Present:**

Carol Johnson  
Marshall Long  
Lisa Cesaro

**AugustineIdeas Team:**

Liz Bostwick – Media Planner and Buyer  
Debbie Augustine – CEO & Executive Creative Director  
Lindsay Martin – Account Supervisor  
Carolyn Wooddhall – Account Manager  
Margo Robinson-EVP of Strategy & Partnerships

➤ **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.

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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

Terry Selk was proud to announce that the bureau has added Scandinavia to our international offices. The bureau is looking forward to many upcoming projects with the international offices in the coming year.

MaryAnn Huff thanked the YMCTB and Visitor Center staff for the added help during the El Portal Fire in re-routing traffic and information to visitors.

Jonathan Farrington mentioned the Yosemite Sustainability Conference is available to all levels of business and anyone can attend. The cost per person is \$375. The event will take place on December 8<sup>th</sup> thru the 10<sup>th</sup> at the Curry Village in Yosemite National Park. Terry Selk added that the bureau is working with the EDC to acquire a possible state grant for setup of electrical vehicle charging stations throughout the county.

Kathy McCorry congratulated Terry Selk on his birthday, wedding anniversary and employment anniversary.

Terry Selk mentioned the bureau is also working with Tara Schiff, Mariposa County Community Development Grants Coordinator and UC Merced to get meetings and conferences here to Mariposa County. At this time the UC Merced website draws little attention for students, parents or professors to come to Mariposa County. Roger Biery stated that Tara Schiff is now the liaison between Mariposa County and UC Merced.

Carol Johnson congratulated Douglas Shaw on his 900 mile motorcycle trip to Mongolia. Douglas Shaw shared that there may be a possible showing of slides by Yamaha in EL Portal. He will post dates and times of the showing once available.

Marshall Long, Mariposa County's District 3 Candidate commented on a new initiative to market Mariposa (goods made in Mariposa) with the Mariposa County Chamber of Commerce. He would like YMCTB to consider working with his group.

Candy O'Donnel-Brown mentioned the upcoming Joseph "Jo" Jacinto Mora (1876-1947) Exhibition at the Mariposa Arts Council Treetop Gallery above Chocolate Soup from July 26<sup>th</sup>, 2014 to October 25<sup>th</sup>, 2014.

➤ **INFORMATION AND PRESENTATION MATTERS**

- **Treasurer's Report** – Douglas Shaw gave an overview of bureau's budget to date. Balances in accounts are to be verified for FDIC insurance coverage to determine if transfer of \$200,000.00 could be done now or as needed to cover funds under the FDIC insurance ruling. The board requested for Yosemite.com to start its own P&L accounting within the next quarter or two.

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

- **Status Report on County TOT Increase**-Terry Selk gave an overview of the status of the Board of Supervisors 4 to 1 vote to increase the TOT by 1.25%. Fifty-one percent of the public vote on the November ballot must pass in order for this increase to go into effect. County Board of Supervisors did not consider our offer of a 1% TOT and a 1% TBID split. The County CAO, Rick Benson has indicated that if this vote passes, the increase would not take effect until May 1<sup>st</sup>, 2015. Barbara Robinson asked if the lodging reservations for dates after May 2015 would be grandfathered in or would the additional 1.25% need to be collected. The ballot will only determine the pass or fail of the proposed increase. Per Roger Biery the Board of Supervisors will determine application.
- **Update on County Plans to include Tourism Bureau in annual budget and participation by Board in County Board of Supervisor Meeting the last week of August**-Terry Selk requested a proxy for the budget hearing due to unavoidable business travel. Kathy McCorry volunteered to stand in for Terry Selk. He indicated he would provide talking points for Kathy to present and reminded the board that a 3 to 2 vote would be needed for passing.
- **Update on Cancellation of Services by Catalyst Marketing**-Terry Selk stated the bureau initiated the certified letter to Catalyst for the cancellation of services per the board's request at the June 19<sup>th</sup>, 2014 meeting. The bureau did receive confirmation and Catalyst's agreement to the 60 day cancellation process which will include a continuation of public relations and social media services through September 2014. YMCTB legal received the response from Catalyst and has reviewed as well. Once completion of the 60 day term has passed, Catalyst will release all YMCTB materials. The Bureau will not pre-pay for the 60 day services.
- **Presentation of Marketing Services by AugustineIdeas**-The new marketing team from AugustineIdeas presented a five-month plan to the board. The board requested a one year plan. An addendum to the contract was presented to the board representing the summary of fees to be reviewed as an Action Matter. Dan Jensen expressed concern over proposed imagery for the fall campaign.
- **Presentation of Draft Annual Report**-Noel Morrison presented the draft annual report to the board. This draft is following the same layout as last year's annual report and a digital version of this draft will be sent to the board to review prior to publishing for any comments and changes.
- **Communications Strategy for 2014-2015**-Noel Morrison presented the communication strategy for 2014-2015. Please refer to the copy of the 2014-2015 Communication Plan handed out during the meeting. If further information is required, please refer inquiries directly to Noel Morrison.
- **Discuss 2014-2015 BOD Meeting Calendar**-the proposed calendar for 2015 was included in the Board Packet.

**Yosemite/Mariposa County Tourism Bureau  
Board of Directors Meeting Minutes  
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➤ **ACTION MATTERS, REGULAR AGENDA**

- **Approval of Minutes –**
  - **Regular Meeting June 19, 2014**
  - **Special Meeting July 14, 2014**
  - **Special Meeting August 1, 2014**

All meeting minutes presented to the board were approved with a minor correction of a name misspelling on June 19, 2014. Jonathan Farrington motioned for all three sets of meeting minutes to be approved, MaryAnn Huff second the motion, and all were in favor with none opposed.

- **Election of Board of Directors-**
  - **Expiring Terms-**MaryAnn Huff was the only expiring board member who requested to renew her term as a board member. Jonathan Farrington motioned for the renewal of MaryAnn Huff's board member term of three years, Brian second the motion, and all were in favor with none opposed.
  - **Other nominations from the floor-**none were presented to the board.
- **Election of Officers-**The current slate of officers for 2013-2014 have agreed to carry on in their respectful positions into 2014-2015 as:

Dan Jensen-Chair  
Jonathan Farrington-Vice Chair  
Barbara Robinson-Secretary  
Douglas Shaw-Treasurer

Jonathan Farrington motioned for the approval for the current slate of officers to continue their respectful positions thru 2014-2015, Donna Nassar second the motion, and all were in favor with none opposed.

- **Election of Advisors for one year-**All Advisors agreed to serve another year. MaryAnn Huff motioned for all the advisors to remain another year thru 2014-2015, Barbara Robinson second the motion, and all were in favor with none opposed.
- **Consideration of Proposal from AugustineIdeas for Approval-**Board approved the addendum to the contract for the summary of fees provided in the amount of \$14,500.00 for July and August and \$19,500.00 for ten months. A 7% commission on media purchasing with a thirty day cancellation notice was approved. Bureau's attorney to review contract and approve for signature. Kathy McCorry motioned for the approval, Douglas Shaw second, all were in support except Jonathon Farrington opposing.
- **Consideration of 2014-2015 Annual Budget (Revised) for Approval-**A board motion was not required; only clarification was made to the board as to the funds adjusted based on budget approval during the June 19, 2014 meeting. The adjustments were as follows: Public Relations now budgeted at \$60,000.00 and the \$200,000.00 from reserves will be divided evenly between the media spend costs until exact figures are provided from AugustineIdeas.

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A copy of the 2014-2015 budget was provided within the BOD packet; however, a copy can be requested by contacting the bureau's office directly.

- **Consideration of TBID Management District Plan Amendment, TBID assessment rate and Civitas proposal for services for Approval**-Kathy McCorry motioned for the board to table this topic until further information can be obtained by the board to make a final determination on the possible increase to the TBID, Barbara Robinson second the motion, and all were in favor with none opposed.

➤ **CLOSED SESSION**

The Board of Directors went into a closed session from approximately 5:25PM to approximately 5:55PM.

- Personnel Matters and Employee Reviews

➤ **COMMENTS FROM BOARD AND STAFF**

The Board of Directors authorized the Human Resources Committee to evaluate annual raises/bonuses for the Director of the Bureau, and to make recommendations to the Board so that appropriate action can be taken at the next meeting. The Board also authorized the Human Resources Committee to review the Director's evaluations of staff and recommendations for raises and authorized the Human Resources committee to approve raises with an overall ceiling of 5%. Additionally the Human Resources Committee is to evaluate the job description for Noel Morrison and is authorized to change the description and job grade based on input from outside HR.

➤ **MOTION TO ADJOURN:**

Meeting adjourned at approximately 6PM by Dan Jensen.

➤ **ANNOUNCEMENTS:**

Next B.O.D. Meeting will be Thursday, October 16, 2014 at 1:30 PM at the Board of Supervisors Chambers. Reminders will be sent out via email.



**YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

**BOARD OF DIRECTORS MEETING**

**October 16, 2014**

**ACTION MATTERS, REGULAR AGENDA**

Approval of Standing Committees

# **Yosemite/Mariposa County Tourism Bureau**

## **Board Committees**

### **Executive Committee:**

Dan Jensen	Chair	DNC Parks and Resorts at Yosemite
Jonathan Farrington	Vice Chair	DNC Parks and Resorts at Yosemite
Barbara Robinson	Secretary	Indian Peak Ranch Vacation Rental
Douglas Shaw	Treasurer	Yosemite Bug Rustic Mountain Resort

### **Marketing Committee:**

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

### **Human Resource Committee**

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

**YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

**BOARD OF DIRECTORS MEETING**

**October 16, 2014**

**ACTION MATTERS MATTERS, REGULAR AGENDA**

Approval of recommendations from Marketing  
Committee

**YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

**BOARD OF DIRECTORS MEETING**

**October 16, 2014**

**ACTION MATTERS MATTERS, REGULAR AGENDA**

Approval to close Westamerica Bank account per  
request of Treasurer

# **YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

## **BOARD OF DIRECTORS MEETING**

**October 16, 2014**

### **ACTION MATTERS ~~MATTERS~~, REGULAR AGENDA**

Consideration to initiate proposed TBID  
Management District Plan

# **YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU**

## **BOARD OF DIRECTORS MEETING**

**October 16, 2014**

### **ACTION MATTERS MATTERS, REGULAR AGENDA**

Consideration of recommendation to approve  
funding of feasibility study for hotel and conference  
center