

**Yosemite/Mariposa County Tourism Bureau  
Board of Directors Meeting Minutes  
January 17, 2013  
1:30 pm**

**Board Members Present:**

Dan Jensen – (DNC) –Chairman  
Kevin Shelton – (Yosemite Resorts) - Vice President  
Donna Nassar (Treasurer/Secretary)  
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)

**YMCTB Staff Members Present:**

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

**Ex-Officio Members Present:**

Roger Biery

**Absent Ex-Officio Members:**

Candy O’Donnel-Browne  
Donna Sisson, YNP

**Visitors Present:**

Kathy McCorry – Executive Director – Mariposa County Chamber of Commerce  
Mary Bass – President – Mariposa County Chamber of Commerce

➤ **CALL TO ORDER FOR OPEN SESSION**

Meeting was called to order at 1:42 pm

➤ **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.

Kathy McCorry, Executive Director of the Mariposa County Chamber of Commerce announced that the Chamber has partnered with Relocate.org and will be filming Mariposa

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County within the next 2 months for website. Realtors from all over the US use this website for people relocating to Mariposa.

Kathy McCorry, Executive Director of the Mariposa County Chamber of Commerce also announced the stats for the Visitor Center. These stats are a combination of Mariposa and Coulterville. Although the stats are down compared to previous year, she still feels that this past year was still successful even with low water results and the Hantavirus. A thank you was given to the Board for their support and hard work for getting the word out and getting people here to Mariposa County.

Douglas Shaw, Yosemite Bug announced that his facility would be hosting Donna Sisson's Going Away Party on 2-14-13 at 7 pm. Doug will send out notices containing more information. Dan Jenson, Chairman of the Board, stated that this position has not been filled and notification would be once available.

Dan Jenson, Chairman of the Board, the DNC participated in a Hot Wash with the CDC and the Park Service. They went over the Post Incident Review to verify what was learned and be prepared for any possible future incidents regarding the Hantavirus Incident. May see in the news again as Report is made public. Dan to provide more information at later date as they learn more. Also, volunteer surveys sent out to visitors who blogged about Hantavirus. Stats show 40% very concerned, 40% mildly and 20% no concern. Park has approved the removal of the Signature Tent Cabins, the doubled walled cabins to single walled cabins that have been used in the park since 1899. From the outside, you cannot tell if the cabins are single or double walled. Survey will be done every now and then to keep a benchmark of how people perceive the Hantavirus. It will be a reduce version of what is done for bears, wildlife, habitat and water.

Kathy McCorry, mentioned the upcoming Chamber of Commerce Installation Dinner that always honors the Man, Woman and Business of the year. This year DNC has been named Business of the Year due to their support of the community by offering jobs to several individuals who lost their jobs due to the Pizza Factory fire and their professionalism during the Hantavirus.

➤ **INFORMATION AND PRESENTATION MATTERS**

1. Treasurer's Report – Terry Selk explained the Bureau's new working budget and it's use will show funds in a more precise manner. Also stated that as of December 2012, the TID is \$120,000 ahead of pace based on the \$100,000 per month as estimated. Jonathon Farrington questioned the execution of funds for the next 6 months to promote spring into fall and will there be funds available for the Spring Campaign. Terry Selk further explained that he is working towards a more proactive marketing plan than a reactive one. He would like to focus on marketing for the next 18 months. The marketing committee will have a 1 day session in March to focus on this strategic planning.

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Discussion in regards to how the county funds come in and how the Bureau receives those funds. There is a 45 day delay in receiving the TOT Reports.

2. Yosemite.com Update – The Bureau has hired an independent contractor to work with Barbara Robinson to go thru entire website to correct and update all aspects of Yosemite.com. Within one week, we have already received a number of changes to better the site. Barbara Robinson feels the Independent Contractor hired has outstanding knowledge and is doing a good job. To date, there has been a revenue of \$65,000 for ad sells, the Bureau has received to date \$17,000. The revenue shares have not been distributed as of yet. The Bureau is working with McClatchey to receive an audit report and are working with MCAG to transition the relationship smoothly due to changes with attorneys. An audit has not been requested from MCAG to date, but have the right to at any time. A quarterly revenue distribution has been set in place to pay the \$3,000 with any revenue shares to come based on the audit. Roger Biery also stated concern that the Bureau does not have access to the content within the site and that he believes we should per the agreement. Dan Jensen reminded that Yosemite.com was brought on with the idea of bringing opportunities to Mariposa County to drive up the TOT and not to make money.
3. TBID Renewal Update – The county has approved the TBID with no changes, Terry Selk has submitted the petition letter to Civitas and has asked that all Board Members sign the letter. Terry Selk has also asked all Board Members who can sign the petition today to please do so. The county has approved that the Bureau can receive all petitions via mail, fax or email. Public hearings will be scheduled in March and April with the County Board of Supervisors, those dates have not been set yet.
4. Merced River Plan – Dan Jenson stated the Park Service has released the Merced River Plan and Tuolumne River Plan a week ago Monday, the Draft EIS (Environmental Impact Statement). This plan would affect approx. 90 jobs and approx. 100,000 visitors yearly. The public has 90 days(April 18<sup>th</sup>) to respond to the plan.
5. YMCTB Bylaws – Roger Biery is working with the attorneys for the revised Bylaws and has requested the Bylaws to be more user friendly with regards to the codes. The revised/updated Bylaws are closer to being completed and will be available for review once received.
6. County Contract Audit Report – Terry Selk reported that the County Contract Audit Report was submitted to the county and shared the compliments of the county auditor with the Board Members. The Bureau has a duplicate copy of the report submitted for anyone who would like to review the report. The contract dates are as follows: October 1, 2011 to September 31, 2012.

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7. Marketing Updates & Discussion – Terry Selk updated the Board as to the Bureau’s activities. The Bureau has been working with Tour Operators to bring off season overnight packages to Mariposa County. The first tour is scheduled to arrive Friday, 2-8-2013. Julie Hadzega reported on the LA Travel Show and the attendance for the 1<sup>st</sup> day was a record breaker. The entries for the giveaways were up from 1,500 to 3,200 and the Yosemite Pavilion won “Best in Show”. The same group will be gearing up for the Santa Clara show on February 16 & 17. Jonathon Farrington also stated that the Rockwall will be retired after this show in February and the Bureau will need to start considering replacement or other ideas for the booth. Terry Selk reported that the Fun Foto Contest on Yosemite Nation would be coming to a close on January 31, 2013 and the contest winners will be picked by the end of February. A slide show of some of the photo entries were played for the Board Members. Terry Selk also reported that the online booking program, “Jack Rabbit” is moving forward and is scheduled to launch by the end of March. Terry Selk stated he has had several meeting with community groups such as the Chamber of Commerce, Arts Council and County Supervisors. Yosemite Journal is moving forward with details and the process for publication. Terry Selk has also met with the PR Rep, Marc Gendron from Catalyst to look at the 2013-2014 media positioning and tourism. Marketing Committee will not have a February meeting to prepare for the March Strategic Planning day. The date and time will be provided at a later date. The Bureau is working with Gene Hagberg on the FAM Tour from Australia, approx. 25 tour operators to attend, arrival to be end of next week. Another group possibility is the Cal State Fire Association for 50 people in May 2013. Terry Selk presented a quick slide show in regards to the Winter Campaign “What are you looking for?” on the onlyinyosemite.com. This site is used for tracking purposes only. The Bureau had excellent responses from the Fall BART Ads.
8. Discussions of timing for the 2013 Board of Directors Meetings - Prepared schedule was provided in the meeting packet for all Board Members. Dan Jensen questioned the annual meeting and Roger Biery stated that he believes that with the new Bylaws an annual meeting is not required for budget approval, can be done as an action matter.

**ACTION MATTERS, REGULAR AGENDA**

1. Approval of Minutes – Approval of regular meeting minutes of October 25<sup>th</sup>, 2012. The meeting minutes were approved once typo corrected within the Yosemite.com section of the Information and Presentation Matters. Kevin Shelton motioned to have the Board of Directors Meeting Minutes from October 25<sup>th</sup>, 2012 to be approved, Brian Bullis second, and all others were in favor, none opposed.
2. Funding approval for Destination Vacation Planner (DVP) – Estimates for the new vacation planner were provided in the meeting packet for review. Sample of the new DVP was made available for review. The two estimates came in at: 50,000 copies for

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\$57,496.69 OR 35,000 copies for \$43,914.40. Question was raised in regards to the quality of the paper and design. The look of the DVP would remain the same, except for the density of the paper and the saddlestiching design. Jonathon Farrington stated he feels that only 35,000 should be ordered due to the cost difference between the two estimates doesn't change too much per piece cost. This piece is a great representation of the county and likes the idea that it can be downloaded. Board Members would like to focus drive to the download options instead of the printed copy. Douglas Shaw motioned for the printing quantity of 35,000, Barbara Robinson second the motion, all others were in favor, none opposed.

3. Approval to change UK Representation Contractor – Terry Selk asked the Board Members to support his request to change the UK Representation based on his 15 year relationship and yearly contract cost. Terry Selk feels that this new representation focus' more on the California Tourism and has more to offer. Jonathon Farrington motioned to support Terry Selk's change in representation effective March 1, 2013, Brian Bullis second the motion and all others were in favor, none opposed.
  
4. Approval to establish separate operating account for Yosemite.com – Roger Biery stated that attorneys advised that the Bureau should not comingle funds. Meaning the LLC and YMCTB funds should be kept separate. The revenues from Yosemite.com will be kept in this account named: Yosemite.com Holding, LLC. Discussion as to the status of the account, how the account is handled and by whom was verified to remain the same as the existing Yosemite/Mariposa County Tourism Bureau Inc. accounts. Current account signors are: Douglas Shaw/ Board Member, Brian Bullis/ Board Member, Donna Nassar/ Treasurer and Secretary and Terry Selk/ Executive Director with the signors authority to sign up to \$1,500.00 individually and for the amounts of \$1,500.01 and above will require two signatures. The Board agreed to transfer the amount of \$50,000 from the existing YMCTB account to the new Yosemite.com Holding, LLC account and the accounting process to remain with the current CPA office. An audit report from inception of Yosemite.com to present day was requested and will be provided at next BOD meeting for review and discussion. MCAG will not have any access to this account. The signature card was passed to all signing authorities on the Board for signatures. Mary Ann Huff motioned to approve the opening of a new account for the Yosemite.com Holding LLC, the transfer of \$50,000 and to proceed with same policies/signors as the YMCTB Bank Accounts and any fees associated with the CPA , Douglas Shaw second the motion and all others were in favor, none opposed.
  
5. Approval to move YMCTB Financial Assets into protected accounts – Terry Selk and Roger Biery explained the CDARS program due to the funds that are not FDIC insured. Any funds over \$250,000 are not insured. Bank Institutions now can send funds between one another to cover balances for customers to be federally insured. The Bureau is asking the Board Members to approve the transfer of funds within our bank to cover our

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balances over \$250,000 to be federally insured. Board also stated to proceed with the same policies/signors as all YMCTB Bank Accounts. Kevin Shelton motioned for the Bureau to work with the bank in transferring funds above \$250,000 to ensure federally insured funds to be covered, Brian Bullis second motion and all others were in favor, none opposed.

**COMMENTS FROM BOARD AND STAFF**

Terry Selk stated that the Bureau is also preparing an assets report, along with the installment of a public storage drive for the staff to be able to access one another's files. The Bureau is also looking into an offsite record storage for emergency purposes as well and will report as to the status of this back up plan at the next BOD Meeting.

Julie Hadzega stated that if anyone knew of any internship participants or volunteers, the Bureau would be interested in talking to them for some upcoming projects and data entry use. Jonathon Farrington also suggested card scan for use at shows for inputted data entry items.

Mary Ann Huff stated that Rick Benson would like the Bureau's help in updating our window at the state capitol building. It is very outdated and our county is not the only one. Rick Benson to contact Terry Selk in working with the Board of Supervisor's in getting this done.

**MOTION TO ADJOURN:**

Meeting adjourned at 3:34 pm by Dan Jensen.