YOSEMITE / MARIPOSA COUNTY TOURISM BUREAU BOARD OF DIRECTORS MEETING – REGULAR SESSION Mariposa County Fairgrounds – Redbud Room Highway 49 S., Mariposa, California

Wednesday January 19, 2011

AGENDA

1:30 PM OPEN SESSION

- CALL TO ORDER
- > ROLL CALL
- 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.
- > ACTION MATTERS, REGULAR AGENDA
 - 1. APPROVAL OF MINUTES Approval of Regular Meeting Minutes of November 3, 2010
 - 2. TREASURER'S REPORT Approval of Treasurer's Report
 - 3. YMCTB BYLAWS ELIGIBLITY CLAIRFICATION SPECFIC TO ARITCLE II, SECTION 2 YMCTB Bylaws eligibility clarification specific to Article II, Section 2
 - 4. YOSEMITE.COM WEBSITE DOMAIN PARTNERSHIP WITH MERCED COUNTY ASSOCIATION OF GOVERNMENTS –
 Approval of Agreement and Budget for YMCTB to control and operate Yosemite.com
- > INFORMATION AND PRESENTATION MATTERS
 - 5. MARIPOSA COUNTY 4-H STATE FAIR BOOTH DONATION Approval of \$5,500.00 donation (with input from Grant\Donation Committee)
 - **6. BUTTERFLY FESTIVAL DONATION REQUEST –** Approval of \$5,000.00 donation (with input from Grant\Donation Committee)
 - 7. 20/20 VISION PROJECT Jeff Hentz will present information and lead a discussion on the 20/20 Vision project
 - 8. MARKETING UPDATES & DISCUSSION Jeff Hentz will present information and lead a discussion on current marketing for YMCTB
- COMMENTS FROM BOARD AND STAFF
- ADJOURNMENT