



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
BOARD OF DIRECTORS REGULAR MEETING**
Board of Supervisors Building/County Administration
Government Center
5100 Bullion Street, Mariposa, CA 95338

**Wednesday, January 9, 2019
1:30 PM**

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

- Yosemite National Park Update. – Scott Gediman
- Mariposa County Update. – Board of Supervisors
- Treasurers report. – Douglas Shaw
- Marketing Update & Executive Director Summary
 - Quick review of bi-annual Board of Supervisors presentation. Presentation sent in advance for review and questions during Jonathan’s presentation.
 - Measure M recap
 - Annual report
 - Discuss Winter push “Above the Fog” marketing + Expedia
 - JackRabbit re-implimentation
- Marketing Coordinator/Manager recruitment update
- Public Relations firm retention update
- Recruitment or nominations for two Board Members

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of regular meeting minutes for October 25,2018
- Approval to refill Social Media staff position
- Review and approval of group sales lead generation proposal
- Approval to elect Christian Mueller for Board Vice Chairman
- Approval to move Donna Nassar from lodging to non-lodging Board member

CLOSED SESSION

- Contract related discussions
- Personnel matters

COMMENTS FROM BOARD AND STAFF

ADJOURNMENT