



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
BOARD OF DIRECTORS REGULAR MEETING
Yosemite Mariposa County Tourism Bureau

Thursday, March 16, 2023
1:30 PM

Mariposa County Board
of Supervisors Chambers

A G E N D A FINAL

1:30 PM

OPEN SESSION

CALL TO ORDER

SELF-INTRODUCTIONS 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
- Mariposa County Chamber of Commerce update
- Mariposa County Update – Mariposa County Supervisors –
- Treasurer’s report – Douglas Shaw
- Executive Director Marketing Update – Jonathan Farrington
 - Budget Timeline & Marketing Committee Review
 - Human Resources Committee Meeting & Staff Review
 - Discuss County grant process for 2023/24
 - Discuss SB 478
 - Discuss possible shift in International Sales focus from trade to PR/Media
 - Recap Marketing Committee Meeting & Creative Agency RFP Recommendation
- Brief Marketing Report

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of meeting minutes for January 19, 2023, Board Meeting
- Approve YMCTB staff issuing an RFP for creative services with Marketing Committee participation.

COMMENTS FROM BOARD AND STAFF

Open discuss on FY 2023 – 2024 budget, balance sheet, reduced or no county funding and TBID

CLOSED SESSION

- No closed session items

ADJOURNMENT