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

Wednesday March 23, 2011

AGENDA

1:30 PM OPEN SESSION

- CALL TO ORDER
- ROLL CALL
- ➤ <u>PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA BUT WITHIN THE SCOPE OF THIS BOARD</u> 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
 - APPROVAL OF MINUTES Approval of Regular Meeting Minutes of January 19, 2011
 - TREASURER'S REPORT Approval of Treasurer's Report
 - 3. YMCTB BYLAWS ELIGIBLITY CLAIRFICATION SPECFIC TO ARITCLE II, SECTION 2 Approval to change YMCTB Bylaws eligibility clarification specific to Article II, Section 2
 - 4. SINGLE POINT HUMAN RESOURCE SERVICES Approval of Human Resource Services Agreement
 - **5. DONATION REQUESTS** Approval of donations for Mariposa County 4-H Fair Booth, Butterfly Festival, Coulterville Coyote Howl event, and Mariposa County Regional 9-11 Memorial
 - Mariposa County 4-H Booth \$2,500.00
 - Butterfly Festival \$1,500.00
 - Coulterville Coyote Howl Event \$300.00
 - Mariposa County Regional 9-11 Memorial \$500.00

INFORMATION AND PRESENTATION MATTERS

- **MARKETING UPDATES & DISCUSSION** Digital Gear Management team will present new web enhancements and Jeff Hentz will present information and lead a discussion on current marketing updates:
 - DIGITAL GEAR MANAGEMENT TEAM
 - YOSEMITE.COM
 - 20/20 VISION PROJECT
 - MARKETING
- COMMENTS FROM BOARD AND STAFF
- ADJOURNMENT