

**Yosemite/Mariposa Tourism Bureau Minutes  
General Meeting  
March 23, 2011  
Mariposa County Fairgrounds - Redbud Room  
Highway 49 S., Mariposa, CA 95338**

Meeting was called to order by Dan Jansen @ 1:30 p.m.

**Board Members Present:**

Donna Brownell, (Arts Council)  
Donna Davis (Redwoods)  
Jonathan Farrington (Tenaya Lodge)  
Dan Jensen, (DNC) President  
Donna Nassar (B&B's Secretary), Secretary-Treasurer  
Kevin Shelton (Yosemite Resorts) President  
MaryAnn Huff (Chamber of Commerce)

**Excused Board Members:**

Brian Bullis (Fairgrounds)

**Ex-Officio Members Present:**

Roger Biery  
Marilyn Liddyoff  
Candy O'Donnel-Browne

**Absent Ex-Officio Members:**

Theresa Castaldi (Coyote Springs Ranch)

**Staff:**

Jeffery Hentz – Executive Director  
Kristine Showalter – Administrative Assistant

**Visitors:**

- Public Comments
- Action Matters

1. APPROVAL OF MINUTES –

Jensen asked for a motion to approve the minutes from 1-19-2011 a motion was made by \_\_\_\_\_ and seconded by \_\_\_\_\_, motion passed.

2. TREASURER REPORT –

Jensen asked for a motion to approve the treasurer's report, a motion was made by \_\_\_\_\_, and seconded by \_\_\_\_\_, motion passed.

3. YMCTB BYLAWS ELIGIBILITY CLAIRFICATION SPECIFIC TO ARITCLE II, SECTION 2- A review of the current bylaws was discussed. Jensen asked for a motion to approve the YMCTB Bylaws eligibility clarification specific to Article II, Section 2, a motion was made by \_\_\_\_\_ and seconded by \_\_\_\_\_, motion passed.

4. SINGLE POINT HUMAN RESOURCE SERVICES – Approval of Human Resource Services Agreement - Jensen asked for a motion to approve the appointment of the Single Point Human Resources Agreement, a motion was made by \_\_\_\_\_, and seconded by \_\_\_\_\_, motion passed.

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

Jensen asked for a motion to approve the above donation requests. A motion was made by \_\_\_\_\_, and seconded by \_\_\_\_\_, motion passed.

INFORMATION AND PRESENTATION MATTERS

6. 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

Digital Gear – The Digital Gear Management Team presented information about the new web enhancements for the YMCTB HomeofYosemite.com website. Some of the enhancements included:

Yosemite.com – Hentz presented an update on Yosemite.com

20/20 Vision Project – Hentz presented updates on the 20/20 Vision Project

Marketing – Hentz presented the following updates on marketing for YMCTB

a.

b.

c.

d.

e.

f.

COMMENTS FROM BOARD AND STAFF

There were no comments from the board or staff

ADJOURNMENT

The meeting was adjourned at approximately \_\_\_\_\_ p.m.