



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
MARKETING COMMITTEE MEETING - MARKETING  
MEETING/RETREAT**

Yosemite Bug Rustic Mountain Resort  
6979 A State Highway 140  
Midpines, CA 95345

**Wednesday, July 11, 2019  
10:00 AM – 2:00 PM**

**AGENDA**

**10:00 AM 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**

- Introduction - Jonathan
  - Meeting goals
  - Priority focus –
    - Digital Plan
    - Several SOP's
- Discussion Items & Activity
  - Group Discussion - Audience and timing
  - Group Discussion - Content plan – 18-month rolling plan
  - Year-end Website Analytics & Insights – Noble Studios to present as time allows
  - Presentation - Digital Media Plan by Noble
  - Highlights of 360ViewPR's 2019/20 plan – Jennifer Sweeny
  - Discussion - Co-op marketing SOP - Jonathan & Julie
  - Discussion - Yosemite.com sales SOP – Jonathan & Julie
  - Discuss highlights of the 2019/20 strategic marketing plan – Jonathan & David
  - Sales Trip, Travel & Trade Shows – Julie & Jonathan
  - Groups - Ursa Sterns
  - Misc. HMA, social media position update
  - Distribution
    - Jackrabbit Website Booking Engine?
    - Special offers process

**ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA**

- Approval of Marketing Committee Minutes for May 9, 2018
- Approval of Marketing Committee SOP recommendations for Yosemite.com 2019/2020 advertising rates.

**ADJOURNMENT Expected Approximately 2 PM**