YOSEMITE / MARIPOSA COUNTY TOURISM BUREAU BOARD OF DIRECTORS MEETING – REGULAR SESSION Mariposa County Fairgrounds – Redbud Room 5007 Fairgrounds Road, Mariposa, California

Wednesday, May 18, 2011

AGENDA

1:30 PM OPEN SESSION

- > CALL TO ORDER
- > ROLL CALL
- 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.
- > ACTION MATTERS, REGULAR AGENDA
 - APPROVAL OF MINUTES Approval of Regular Meeting Minutes of January 19, 2011
 - 2. 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 REQUEST –** Approval of donation for Mariposa County Regional 9-11 Memorial (\$500.00)
 - 6. MARIPOSA 20/20 PROJECT Funding Townsend Public Affairs Group for Tourism Development Project
 - 7. YMCTB BUDGET Approval of Preliminary 2011-2012 Operating Budget

INFORMATION AND PRESENTATION MATTERS

- **8. 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
 - MARKETING
- COMMENTS FROM BOARD AND STAFF
- CLOSED SESSION Human Resource Matters
- ADJOURNMENT

^{***} NEXT B.O.D. MEETING IS SCHEDULED FOR 8-17-2011 @ 1:30 PM, MARIPOSA COUNTY FAIRGROUNDS