



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU**  
**Board of Directors Meeting Minutes**  
**May 23, 2019**

In Attendance:

**Directors Present:**

Kevin Shelton – Yosemite Resorts  
Christian Mueller – The Redwoods in Yosemite  
Donna Nassar  
Victoria Imrie – Yosemite Zipline & Adventure Ranch (Marketing Committee)  
Barbara Robinson – Indian Peak Ranch Vacation Rental  
Paul Ratchford – Tenaya Lodge at Yosemite  
Jeff Bray – Yosemite Hospitality – On the telephone

**YMCTB Staff:**

Jonathan Farrington – Executive Director  
Julie Hadzega – Travel Trade & Operations Manager  
David Braucher – Marketing Manager

**Advisors Present:**

Merlin Jones – Mariposa County District Supervisor  
Marshall Long – Mariposa County District Supervisor  
Candy O'Donel-Browne – Community Member

**Visitors Present:**

Ron Halcrow – Plaisance Bed & Breakfast  
Jarrod Lopiccolo – Noble Studios  
Britini Kern - Noble Studios  
Gino Valencia - Noble Studios  
Greg Little – Mariposa Gazette

**CALL TO ORDER:**

The meeting was called to order at 1:30 pm by Kevin Shelton.

**SELF-INTRODUCTION BY THOSE IN ATTENDANCE**

Self-introductions were made



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**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.

- Kevin Shelton announced that Barbara Robinson has given her resignation and thanked her for her years of service. Barbara mentioned that she and her husband has decided to sell their ranch and move to Prescott Arizona.

**INFORMATION AND PRESENTATION MATTERS**

- Yosemite National Park update – Scott Gediman
  - Scott did attend, no report was made.
- Accept resignation & thank Barbara Robinson for her many years serving on the Tourism Board.
  - This was completed in the Public Comment. A thank you card and cake was given to Barbara and shared with the attendees.
- Mariposa County Update
  - Marshall Long is working with other counties on economic vitality. Prescribed burning is a hot topic for him and he wants to see it come back.
  - Merlin Jones thanked the Tourism Bureau for their efforts for the billboard on Highway 132 Billboard.
- Treasurer's report – Douglas Shaw

Douglas Shaw was not present and Jonathan Farrington made the following report:

- Revenue – Over budget due to two payments in July of 2018.
- \$25,000 of the revenue was really a reimbursement from Visit California for the recovery campaign for the Ferguson Fire.
- We are working with Douglas and our accountancy agency on how to post all reimbursements to better reflect revenue vs. repayments.



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- There was an increase in radio and digital network spend.
  - \$35,000 for the “Above the Fog” media campaign was moved from local donation support account code to media.
  - The website account code didn’t include \$100,000 for the contracted Noble Studios retainer when the budget was created in 2018 prior to Jonathan’s arrival, so that line will remain significantly out of balance.
  - Consumer/Trade is on par for the year.
  - FAMs/Trade Media – We will be consuming most of this budgeted line in May and June for FAM’s as we are hosting the IPW Post FAM this year.
  - Salaries is down due to shortage in staff.
  - Overall everything is expected to finish on plan,
- Executive Director Update – Jonathan Farrington
    - Noble Studios did a presentation regarding the website status – Presentation is included in this packet.
    - The overall “State of the Union is Strong”! We’ve had our challenges, and progress in some areas has been frustratingly slow.
    - Jonathan is very satisfied with our marketing efforts for this year, and ability to increase media spend and reduce expense.
    - We are recruiting for a new Communications Manager and it is in the interview process at this time.
    - We are recruiting for a Social Media Coordinator and in the interview stage.
    - Social Media – We have asked Kim Lawson to return to handle our social media for Yosemite Nation for an initial three-month commitment.
    - We are focused on local expertise. Reducing reliance on external, long distance support. Tighter monitoring and oversight. Improving attribution and reporting. We want to use local expertise as a check and balance on trusted vendors/agencies. While increasing our own education. (Theresa Ho, Miguel Maldonado, several writers etc.)
    - Marketing Retreat – A half day Marketing retreat will be scheduled to discuss the 2019-2020 budget and define marketing investment and review the marketing plan strategies in early July. Possibly July 9<sup>th</sup> or 11<sup>th</sup> based on Noble Studios and the Markei MC member availability.
    - Mariposa County Tourism Funding Discussion – On May 28<sup>th</sup>, at approximately 2:00 pm Dallin Kimble Mariposa Counties CAO will present “options” to the BOS for what amount of funding should be placed, but not approved in the budget. I



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understand we can only speak to support of Tourism as well as the Visitors Center during public comment.

- Meeting with Augustine Agency – Jonathan will meet with Augustine Agency on May 29<sup>th</sup> to consider possible continued relationship support. He will discuss a budget of \$30,000 to be considered for strategic advisement.
- IPW Post FAM – We will be hosting 32 Trade and Media visitors on Saturday and Sunday after IPW. If any Board Member would like to attend any of the events please let us know. Julie will send out the itinerary and location of events.
- Mariposa Museum and History Center “Night at the Museum”. We have partnered and provided financial support for the them to stay open later during the summer.
- Website Booking Engine - We have contracted with JackRabbit to re-establish a re-redirect booking engine to the website. Efforts will start in the middle of June.
- Kevin Shelton asked if we will go out to RFP for web services anytime soon. Jonathan said with the renewed and favorably (re-negotiated) contract, that we don’t need to do so at this time.
- IPW 2019 – We participate in this annual trade show that consists of destinations and tour operators from around the world. Usual attendance is 6,600 participants. This is an international travel trade & media, not consumer event. We have currently scheduled 90 appointments with tour companies and media throughout the world. Jonathan, Julie Hadzega, Yukari Fowler and, Yuli Gotsev will be attending and promoting Mariposa County.
  
- Next Board Meetings are scheduled for:
  - August 22, 2019
  - October 24, 2029
  
- Next Marketing meetings (not including the July retreat) are scheduled for
  - August 8, 2019
  - October 10, 2019
  
- Review 2019/2020 proposed YMCTB fiscal budget
  - Jonathan Farrington asked the group to look at the proposed budget for 2019-2019 and ask any questions.
  - Paul Ratchford asked how he came up with the predictions for the TBID income. Jonathan explained that he researched through 5 years of historic data and took into consideration the following:



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- Occurrence of natural disasters
  - Government shutdowns
  - Additional lodging in competitive and surrounding counties.
  - Additional lodging in our County (AutoCamp and Explorer Cabins)
- Pie Charts – Jonathan spoke to the pie charts in the packet. Three charts are:

2018-2019 Approved Budget  
2018-2019 Actual spend  
2019-2020 Proposed Budget

- Communications and paid advertising should be 50% of our budget.
- 2019-2020 proposed budget is exceeding 50%
- Agency fees have been reduced we are going to do the work in house
- The salary projections were confirmed as accurate to Jonathan by Singlepoint our outsourced Human Resource company.
- Paul Ratchford asked about the international increase. Jonathan explained that we are going back to the original allocations for the International offices. That 2017/18 had prepaid international media spend set aside for the 2018/19 period. Overall international spend was on-track.
- \$40,000 positive (variance) shown in the 2019-2020 budget will be moved to paid media primarily to contracted services.
- Kevin Shelton asked how the media spend was allocated. Jonathan explained it was based on impact.
- Radio has been included in the budget, (primarily) for short term “need” or reactive situations.

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

- Vote to add Michael Broderick, new Marketing Manager of Tenaya Lodge to Marketing Committee

Discussion: None  
Motion made by: Vicky Imrie  
Seconded by: Donna Nassar



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- Nominations for Secretary, and vote to approve (replacement) as Secretary to the Board.

Discussion: Donna Nassar raised her hand to take the placement of Secretary  
Motion made by: Paul Ratchford  
Seconded by: Christain Mueller

- Vote to approve budget for 2019/2020 fiscal year

Discussion: None  
Motion made by: Paul Ratchford  
Seconded by: Barbara Robinson

- Approval of minutes from, January 9<sup>th</sup> Board of Directors Meeting
- Approval of minutes from, March 20<sup>th</sup> Board of Directors Meeting

Due to short staffing the minutes were not ready to be approved at this meeting.  
They will be ready for the August 22<sup>nd</sup> meeting.

**CLOSED SESSION**

None

**ITEMS TO REPORT FROM CLOSED SESSION**

None

**COMMENTS FROM BOARD AND STAFF**

None

**ADJOURNMENT - 4:17 PM**