



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
BOARD OF DIRECTORS REGULAR MEETING**
Mariposa County Board of Supervisors Chambers
5100 Bullion Street, Mariposa CA 95338

**Wednesday, January 18, 2017
1:30 PM**

A G E N D A

1:30 PM

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

- Yosemite National Park Update
- Treasurer's Report
- County Funding Update
- Townsend Public Affairs Update – Presentation by Richard Harmon
- Advertising/Marketing Recap – Presentation by Augustine Ideas
- Yosemite.com Update – Presentation by Noble Studios
- TBID Renewal – Presentation from Nicole Farley of Civitas

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of meeting minutes for October 6th Board Meeting.
- Request for approval of joint partnership to host the Adventure Travel Trade Association 2019 or 2020 Conference

CLOSED SESSION

- No agenda items

ITEMS TO REPORT FROM CLOSED SESSION

COMMENTS FROM BOARD AND STAFF

ADJOURNMENT