



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
MARKETING COMMITTEE MEETING**

Board of Supervisors Building/County Administration  
Government Center  
5100 Bullion St.  
Mariposa, CA 95338

**Wednesday, May 17, 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**

- Collateral Update
- Augustine Presentation on Final 17-18 Media Plan
- Augustine Presentation on new Fall Creative
- Website Updates
- Co-operative Marketing Update
- Survey to Lodging Properties
- 2017-2018 Marketing Budget Preview
- Miscellaneous Topic Updates

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

- Approval of Minutes from February 16, 2017
- Discussion and (possibly decision) on Adventure Travel Trade Association 2020 sponsorship
- Recommendation for Approval of 2017-2018 Marketing Budget
- Approval of Fall Creative Concepts

### **COMMENTS FROM BOARD AND STAFF**

### **ADJOURNMENT**