



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Marketing Committee Meeting Minutes
August 24, 2017

In Attendance:

YMCTB Staff:

Terry Selk – Executive Director
Noel Morrison – Communications Manager
Julie Hadzega – Travel Trade & Operations Manager
Carrie Kidwell – Administrative Assistant

Marketing Committee:

Kevin Shelton – Yosemite Resorts
Donna Nassar – Bed and Breakfast Association
Jamie Richards (In place of Scott Gediman) – Yosemite National Park
Vicki Imrie – Yosemite Ziplines and Adventure Ranch
Lisa Cesaro - (In place of Jeff Bray) – Yosemite Hospitality
Douglas Shaw – Yosemite Bug Rustic Mountain Resort
Kathrin Poetter – Tenaya Lodge at Yosemite

Visitors:

Yuli Gotsev- The Redwoods in Yosemite

CALL TO ORDER:

- Meeting called to order at 2:50 pm by Terry Selk.

SELF-INTRODUCTION BY ALL IN ATTENDANCE

- Introductions were made

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA BUT WITHIN THE SCOPE OF THIS BOARD

Members of the audience may address the committee on matters not on the regular agenda. Brown Act regulations restrict the committee from taking action on any subject presented that is not on the agenda.

- Current fire conditions - Lisa Cesaro of Yosemite Hospitality indicated that visibility in Yosemite Valley seems to be clearing up and they did have to evacuate The Big Trees Lodge, which both employees and guests handled very well. It is unknown which location the guests were moved to.



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- Detwiler Fire Thank You - YMCTB is sending out personalized “Thank You” letters on behalf of Mariposa County to all the agencies that came to the aid of the Detwiler Fire.
- Current Booking Status - Kathrin Poetter at the Tenaya Lodge was curious about the bookings of other lodging partners. Douglas Shaw from Yosemite Bug and Lisa Cesaro both indicated that their bookings were fine for the rest of the shoulder season (September – October) whereas Tenaya Lodge has a fair amount of bookings for September and October, the first 3 weeks into November are weak.
- ROI Study - The staff at Mariposa County did not execute the research study on Tourism’s advertising as directed by the Board of Supervisors. This became an issue at the recent funding hearing with the Supervisors who have not counter-offered to the YMCTB to fund the study in exchange for the 4% of TOT collections on a three year rolling average formula. The MC elected to move a recommendation to the Board of Directors to approve the counter-offer at its impending meeting.

INFORMATION AND PRESENTATION MATTERS

- Park fire status report:
 - Between the Wawona Fire and the Empire fire, near Bridlevalle campground, this is creating visible smoke within Yosemite Valley.
- Crisis Response Protocol Discussion:
 - There needs to be one point of contact for lodging partners to contact when there is an evacuation.
 - There was a lack of information between CHP and NPS at the entrances which resulted in confusion for guests and properties.
- TBID Panel results:
 - Two discussions were held, one in Mariposa and one at Tenaya Lodge. The key talking points included a review of the current management district plan language, managing the TBID per state regulations, extension of the term from five years to ten and language within the plan that would allow Board discretion to increase the TBID rate with restrictions and allocation to additional segments such as Placemaking and Transportation.
- Staff recommended budget adjustments.
 - Terry Selk spoke about the budget items that were cut to maintain a balanced budget.



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- 2017-2018 Budget Review.
 - The budget was reviewed.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of Minutes from May 17, 2017, meeting.
 - A motion to approve the minutes was made by Kevin Shelton and seconded by Kathrin Poetter. All were in favor, with none opposed.
- Consideration of County funding proposal.
 - The committee opted to recommend to the board of directors to accept the proposal to pay for a research study on advertising in exchange for the 4% rolling three year average of TOT collections for the current fiscal year.
- Consideration of ATTA 2020 bid.
 - Donna Nassar, Yuli Gotsev, and Lisa Cesaro are in support of the ATTA 2020 bid to be hosted at the Tenaya Lodge.
 - Douglas Shaw has no interest as this will not benefit his property.
 - Vicki Imire wants to ensure that this will not just benefit Yosemite and Tenaya Lodge but would benefit Mariposa County as a whole. Terry Selk did confirm that this would be beneficial for all of Mariposa County as there will be FAM tours for the participants that will focus on downtown Mariposa and other parts of the County.
 - ATTA 2020 bid will be discussed at the Board of Directors meeting in September.
- 2017-2018 Budget approval.
 - A motion to approve the budget was made by Kevin Shelton and seconded by Douglas Shaw. All were in favor, with none opposed.

COMMENTS FROM BOARD AND STAFF:

- None were made

ADJOURNMENT

- The meeting was adjourned at 4:53 pm.