



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
BOARD OF DIRECTORS REGULAR MEETING**
Board of Supervisors Building/County Administration
Government Center
5100 Bullion St.
Mariposa, CA 95338

**Thursday, May 18, 2023
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
- Mariposa County Update – Mariposa County Supervisors
- Comments from board members on the current state of the lodging industry
- Treasurer's report
- Partner Comments or Updates
- Proposed 2023-2024 Budget Review & Marketing Committee Recommendation
- Executive Director– Jonathan Farrington
- Short Marketing Update & New Website Introduction – Staff

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of minutes from March, 2023 Board Meeting
- Consideration and approval of increase of co-op marketing media cost contribution from 20% to 30%
- Consideration and approval of proposed 2023/2024 budget
- Consideration and approval for YMCTB Executive Director to increase or decrease paid marketing budget, excluding fixed costs or salary, within a \$300,000 limit in relation to revenues during the FY 2023/24
- From Closed Session: Approval of performance evaluations & compensation

COMMENTS FROM BOARD AND STAFF



CLOSED SESSION

- Review HR committee recommendation on performance evaluations & compensation

ITEMS TO REPORT FROM CLOSED SESSION **ADJOURNMENT**