



YOSEMITE MARIPOSA COUNTY TOURISM
BUREAU
**BOARD OF DIRECTORS – REGULAR
MEETING**

**Thursday, March 20, 2025
1:30 PM**

Location: Yosemite Bug Rustic Mountain Resort – Bodie Meeting Room

AGENDA

CALL TO ORDER

SELF-INTRODUCTIONS BY THOSE IN ATTENDANCE

**PUBLIC COMMENTS ON ITEMS ON OR NOT ON THE AGENDA BUT
WITHIN THE SCOPE OF THIS BOARD** – Members of the audience may address the Board on matters on the agenda or not on the regular agenda. Brown Act regulations restrict the Board from taking action on a subject presented that is not on the agenda.

INFORMATION AND PRESENTATION MATTERS

- Yosemite National Park Update
- Mariposa County Board of Supervisors Update
- Mariposa County Chamber of Commerce Update
- Board Members' input on current and future business environment
- Treasurer's Report
- TOT/TBID Collections Review
- Executive Director Update
 - Budget Timeline & Marketing Committee Review
 - Human Resources Committee Meeting & Staff Review
- Brief Marketing and Results Reporting Presentation

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of prior Board Meeting Minutes –

COMMENTS FROM THE BOARD AND STAFF

CLOSED SESSION

- Closed session with the HR Committee

ADJOURNMENT

Yosemite Mariposa County Tourism Bureau

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 2024 - February 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
500.00 INCOME				
501.00 BID Income	2,271,900.74	2,003,500.00	268,400.74	113.40 %
505.00 Co-op Reimb. - Advertising	23,558.00	45,000.00	-21,442.00	52.35 %
506.00 Co-op Reimb. - Events	1,430.07		1,430.07	
509.00 Other Income	3,674.17		3,674.17	
Total 500.00 INCOME	2,300,562.98	2,048,500.00	252,062.98	112.30 %
Total Income	\$2,300,562.98	\$2,048,500.00	\$252,062.98	112.30 %
GROSS PROFIT	\$2,300,562.98	\$2,048,500.00	\$252,062.98	112.30 %
Expenses				
600.00 ADVERTISING/ MARKETING				
602.00 Agency Retainer-Acct Mgmt	78,750.00	78,750.00	0.00	100.00 %
603.00 Print	70,000.00	55,000.00	15,000.00	127.27 %
604.00 Radio	65,000.00	65,000.00	0.00	100.00 %
606.00 Video	19,808.76	40,000.00	-20,191.24	49.52 %
610.00 Paid Search Terms/ Keywords	160,000.00	160,000.00	0.00	100.00 %
612.00 Production Costs	2,297.61	8,000.00	-5,702.39	28.72 %
613.00 Digital Campaign Management	84,375.00	113,175.00	-28,800.00	74.55 %
659.00 Digital Network Ads	525,000.00	405,000.00	120,000.00	129.63 %
663.00 Trip Portals & OTAs	21,000.00	40,000.00	-19,000.00	52.50 %
672.00 Brochures	5,685.11	9,000.00	-3,314.89	63.17 %
681.00 Photo Library	4,059.93	4,600.00	-540.07	88.26 %
683.00 Market Research		30,000.00	-30,000.00	
Total 600.00 ADVERTISING/ MARKETING	1,035,976.41	1,008,525.00	27,451.41	102.72 %
685.00 COMMUNICATIONS				
651.00 Website	149,635.07	136,010.00	13,625.07	110.02 %
658.00 Social Media	45,766.94	45,500.00	266.94	100.59 %
662.00 Enews & Eblasts	40,692.38	40,725.00	-32.62	99.92 %
664.00 Public Relations & Film	41,132.25	49,500.00	-8,367.75	83.10 %
667.00 Influencer	8,000.00	8,000.00	0.00	100.00 %
Total 685.00 COMMUNICATIONS	285,226.64	279,735.00	5,491.64	101.96 %
700.00 CONSUMER/TRADE/LOCAL				
701.00 Registration Fees	44,402.34	37,000.00	7,402.34	120.01 %
702.00 Booth/Displays/Shipping	408.01	0.00	408.01	
704.00 Promotion/Giveaways	13,936.54	6,000.00	7,936.54	232.28 %
712.00 Local Event Donations/Support	16,750.00	19,000.00	-2,250.00	88.16 %
Total 700.00 CONSUMER/TRADE/LOCAL	75,496.89	62,000.00	13,496.89	121.77 %
730.00 FAMS - TRADE & MEDIA				
731.00 Hotel/Meals/Entertainment	23,256.11	16,500.00	6,756.11	140.95 %
Total 730.00 FAMS - TRADE & MEDIA	23,256.11	16,500.00	6,756.11	140.95 %
740.00 INTERNATIONAL OFFICES				
742.00 Australia	25,888.26	31,265.25	-5,376.99	82.80 %

Yosemite Mariposa County Tourism Bureau

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 2024 - February 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
744.00 Germany	44,772.37	53,000.00	-8,227.63	84.48 %
746.00 United Kingdom	51,505.52	63,500.00	-11,994.48	81.11 %
748.00 Scandinavia	16,500.00	17,000.00	-500.00	97.06 %
Total 740.00 INTERNATIONAL OFFICES	138,666.15	164,765.25	-26,099.10	84.16 %
770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES				
771.00 Travel/Mileage	24,457.13	20,100.00	4,357.13	121.68 %
772.00 Entertainment	4,994.92	3,295.00	1,699.92	151.59 %
Total 770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES	29,452.05	23,395.00	6,057.05	125.89 %
801.00 OPERATIONS EXPENSE				
805.00 Rent/Storage/Maint/Cleaning	38,803.37	18,640.00	20,163.37	208.17 %
810.00 Telephone	6,451.06	6,840.00	-388.94	94.31 %
815.00 Supplies	3,677.07	2,600.00	1,077.07	141.43 %
820.00 Equipment/ Software	20,556.53	31,179.00	-10,622.47	65.93 %
825.00 Utilities	4,488.68	4,950.00	-461.32	90.68 %
830.00 Postage	468.29	2,400.00	-1,931.71	19.51 %
840.00 Fees	1,235.00		1,235.00	
845.00 Insurance	1,365.00		1,365.00	
850.00 Accounting/Legal/Public Affairs	3,541.60	15,600.00	-12,058.40	22.70 %
855.00 Memberships/Dues	14,517.60	9,900.00	4,617.60	146.64 %
860.00 Other/ Misc.	625.62	4,420.00	-3,794.38	14.15 %
865.00 QuickBooks Payments Fees	326.59		326.59	
Total 801.00 OPERATIONS EXPENSE	96,056.41	96,529.00	-472.59	99.51 %
900.00 SALARY AND BENEFITS EXPENSE				
901.00 Salaries & Wages	337,693.63	332,300.00	5,393.63	101.62 %
921.00 Health Insurance	32,496.89	32,400.00	96.89	100.30 %
925.00 Non-Employee	10,050.00	12,000.00	-1,950.00	83.75 %
927.00 Employer Payroll Taxes	25,720.65	27,750.00	-2,029.35	92.69 %
928.00 401(k) Employee Benefit	11,579.01	12,700.00	-1,120.99	91.17 %
930.00 Workman's Compensation Ins	1,743.89	2,550.00	-806.11	68.39 %
945.00 HR Service - Singlepoint	6,040.54	6,500.00	-459.46	92.93 %
946.00 401(k) Administration Fees		1,500.00	-1,500.00	
Total 900.00 SALARY AND BENEFITS EXPENSE	425,324.61	427,700.00	-2,375.39	99.44 %
Total Expenses	\$2,109,455.27	\$2,079,149.25	\$30,306.02	101.46 %
NET OPERATING INCOME	\$191,107.71	\$ -30,649.25	\$221,756.96	-623.53 %
NET INCOME	\$191,107.71	\$ -30,649.25	\$221,756.96	-623.53 %

Yosemite Mariposa County Tourism Bureau

Balance Sheet

As of February 28, 2025

	TOTAL			
	AS OF FEB 28, 2025	AS OF FEB 29, 2024 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
094.00 Premier Valley Bank - ICS 094	249,629.24	249,629.24	0.00	0.00 %
101.00 Premier Valley Bank - General 341	405,693.68	362,712.62	42,981.06	11.85 %
103.00 Premier Valley Bank - General 094	1,500.00	1,500.00	0.00	0.00 %
105.00 Premier Valley Bank - ICS 341	171,728.36	282,415.78	-110,687.42	-39.19 %
Total Bank Accounts	\$828,551.28	\$896,257.64	\$ -67,706.36	-7.55 %
Accounts Receivable				
120.00 Accounts Receivable (A/R)	138,388.50	33,859.00	104,529.50	308.72 %
Total Accounts Receivable	\$138,388.50	\$33,859.00	\$104,529.50	308.72 %
Other Current Assets				
1451 Investment in Yosemite.com Holding, LLC	28,974.00	28,974.00	0.00	0.00 %
Total Other Current Assets	\$28,974.00	\$28,974.00	\$0.00	0.00 %
Total Current Assets	\$995,913.78	\$959,090.64	\$36,823.14	3.84 %
Fixed Assets				
202.00 Machinery & Equipment	38,140.29	38,140.29	0.00	0.00 %
212.00 Accumulated Depr.	-33,636.00	-30,237.00	-3,399.00	-11.24 %
Total Fixed Assets	\$4,504.29	\$7,903.29	\$ -3,399.00	-43.01 %
TOTAL ASSETS	\$1,000,418.07	\$966,993.93	\$33,424.14	3.46 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
220.00 Accounts Payable (A/P)	38,467.27	99,817.95	-61,350.68	-61.46 %
Total Accounts Payable	\$38,467.27	\$99,817.95	\$ -61,350.68	-61.46 %
Credit Cards				
948.00 Premier Valley Bank - Jonathan Farrington	4,269.01	2,217.40	2,051.61	92.52 %
950.00 Premier Valley Bank - Tony McDaniel	1,157.48	4,866.16	-3,708.68	-76.21 %
951.00 Premier Valley Bank - Craig Polson	779.47	288.06	491.41	170.59 %
952.00 Premier Valley Bank - Ellen Bergstone Wasil	1,196.88	200.00	996.88	498.44 %
953.00 Virtual Credit Card Account	15,149.50	2,651.59	12,497.91	471.34 %
954.00 Premier Valley Bank - Aaron Demery	0.00	79.04	-79.04	-100.00 %
955.00 Premier Valley Bank - Kimberly Lawson	1,772.04		1,772.04	
Total Credit Cards	\$24,324.38	\$10,302.25	\$14,022.13	136.11 %
Other Current Liabilities				
Due to Yosemite.Com	-600.00	-2,400.00	1,800.00	75.00 %
Total Other Current Liabilities	\$ -600.00	\$ -2,400.00	\$1,800.00	75.00 %
Total Current Liabilities	\$62,191.65	\$107,720.20	\$ -45,528.55	-42.27 %

Yosemite Mariposa County Tourism Bureau

Balance Sheet

As of February 28, 2025

	TOTAL			
	AS OF FEB 28, 2025	AS OF FEB 29, 2024 (PY)	CHANGE	% CHANGE
Total Liabilities	\$62,191.65	\$107,720.20	\$ -45,528.55	-42.27 %
Equity				
32000 Unrestricted Net Assets	743,766.37	905,981.20	-162,214.83	-17.90 %
Net Income	194,460.05	-46,707.47	241,167.52	516.34 %
Total Equity	\$938,226.42	\$859,273.73	\$78,952.69	9.19 %
TOTAL LIABILITIES AND EQUITY	\$1,000,418.07	\$966,993.93	\$33,424.14	3.46 %

TOT Collections

Month	24/25 Amount	23/24 Amount	22/23 Amount	22/21 Amount	20/21 Amount
July	\$3,355,203	\$2,618,069	\$2,668,401	\$2,437,390	\$1,474,664
August	\$3,018,694	\$3,139,026	\$3,185,465	\$2,014,943	\$1,591,830
September	\$2,790,327	\$3,643,333	\$2,295,871	\$2,072,378	\$790,349
October	\$3,019,695	\$2,881,902	\$1,526,885	\$1,695,708	\$1,327,953
November	\$2,146,493	\$1,653,711	\$2,824,894	\$1,424,078	\$1,166,846
December	\$1,739,506	\$1,921,934	\$888,624	\$1,234,091	\$266,374
January	\$1,301,582	\$1,296,575	\$1,309,072	\$904,534	\$211,545
February	\$962,606	\$1,525,059	\$1,085,405	\$1,151,736	\$761,434
March		\$943,372	\$829,606	\$1,560,168	\$1,325,065
April		\$1,243,902	\$566,026	\$2,118,945	\$1,851,356
May		\$904,843	\$1,350,234	\$2,373,763	\$2,200,760
June		\$2,630,292	\$1,210,995	\$3,459,225	\$2,787,163
GR TOTAL	\$18,334,107	\$24,402,017	\$19,741,478	\$22,446,959	\$15,755,339

Δ Prior Year (\$6,067,910) \$4,660,539 (\$2,705,481) \$6,691,620

TBID Income History

TBID Collections					
Month	2024-2025	2023-2024	2022-2023	2021-2022	2020-2021
Jul	\$ 419,485	\$ 327,013	\$333,613	\$317,538	\$32,892
Aug	\$ 377,228	\$ 392,210	\$397,427	\$414,194	\$137,534
Sep	\$ 349,537	\$ 455,410	\$ 286,428	\$168,018	\$123,733
Oct	\$ 377,378	\$ 360,764	\$ 191,016	\$278,865	\$86,666
Nov	\$ 268,383	\$ 206,227	\$ 352,331	\$235,735	\$85,361
Dec	\$ 217,532	\$ 240,222	\$ 111,074	\$275,744	\$111,592
Jan	\$ 162,618	\$ 161,989	\$ 163,325	\$92,289	\$44,592
Feb	\$ 120,492	\$ 190,631	\$ 135,453	\$150,243	\$28,312
Mar	\$ 168,000	\$ 117,922	\$ 103,200	\$183,993	\$89,118
Apr	\$ 175,000	\$ 155,468	\$ 70,652	\$114,035	\$156,699
May	\$ 204,000	\$ 113,106	\$ 169,654	\$319,019	\$128,203
Jun	\$ 240,000	\$ 328,750	\$ 150,808	\$175,213	\$251,213
Total	\$3,079,652	\$3,049,712	\$2,464,981	\$ 2,724,886	\$ 1,275,915
Total PY	\$3,049,712	\$2,464,981	\$2,724,886	\$1,275,915	\$1,487,891
Diff	\$29,940	\$584,731	-\$259,905	\$ 1,448,971	\$ (211,976)
Forecast					