



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

**Thursday, October 16, 2025  
1:30 PM**

Location: Mariposa County Board of Supervisors Chambers (No remote option)

**AGENDA**

**CALL TO ORDER**

**SELF-INTRODUCTIONS 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 on or off the regular agenda. Brown Act regulations restrict the Board from acting on a subject presented that is not on the agenda.

**INFORMATION AND PRESENTATION MATTERS**

- Pacific Gas & Electric – Invite to discuss planned or emergency outages
- Yosemite National Park Update
- Mariposa County Board of Supervisors Update
- Board Member Updates on Business Environment and Demand
- Treasurer’s Report
- TOT/TBID Collections Review
- Executive Director Update
  - Update on Noel Morrison On-Boarding
  - Upcoming Travel Schedules
  - Insurance rate increases
- Marketing and Results Reporting Presentation

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

- Approval of Annual Board Meeting Minutes – August 14<sup>th</sup>, 2025
- Report out from closed session

**COMMENTS FROM THE BOARD AND STAFF**

**CLOSED SESSION**

- Discuss and vote on required changes to staff health benefit structure

**ADJOURNMENT**

## TOT Collections

Month	25/26 Amount	24/25 Amount	23/24 Amount	22/23 Amount	22/21 Amount
July	\$3,251,405	\$3,355,203	\$2,618,069	\$2,668,401	\$2,437,390
August	\$2,862,749	\$3,018,694	\$3,139,026	\$3,185,465	\$2,014,943
September	\$3,099,674	\$2,790,327	\$3,643,333	\$2,295,871	\$2,072,378
October		\$3,019,695	\$2,881,902	\$1,526,885	\$1,695,708
November		\$2,146,493	\$1,653,711	\$2,824,894	\$1,424,078
December		\$1,739,506	\$1,921,934	\$888,624	\$1,234,091
January		\$1,301,582	\$1,296,575	\$1,309,072	\$904,534
February		\$962,606	\$1,525,059	\$1,085,405	\$1,151,736
March		\$861,435	\$943,372	\$829,606	\$1,560,168
April		\$1,180,962	\$1,243,902	\$566,026	\$2,118,945
May		\$1,697,731	\$904,843	\$1,350,234	\$2,373,763
June		\$2,192,446	\$2,630,292	\$1,210,995	\$3,459,225
GR TOTAL	\$9,213,827	\$24,266,680	\$24,402,017	\$19,741,478	\$22,446,959

Δ Prior Year    (\$15,052,853)    (\$135,337)    \$4,660,539    (\$2,705,481)    \$6,691,620

TBID Collections				
Month	2025-2026	2024-2025	2023-2024	2022-2023
Jul	\$ 402,124	\$ 415,290	\$ 327,013	\$333,613
Aug	\$ 354,000	\$ 373,455	\$ 392,210	\$397,427
Sep	\$ 383,530	\$ 346,042	\$ 455,410	\$ 286,428
Oct	\$ 350,000	\$ 373,604	\$ 360,764	\$ 191,016
Nov	\$ 240,000	\$ 268,383	\$ 206,227	\$ 352,331
Dec	\$ 230,000	\$ 217,532	\$ 240,222	\$ 111,074
Jan	\$ 160,000	\$ 160,992	\$ 161,989	\$ 163,325
Feb	\$ 180,000	\$ 119,287	\$ 190,631	\$ 135,453
Mar	\$ 140,000	\$ 106,599	\$ 117,922	\$ 103,200
Apr	\$ 155,000	\$ 145,643	\$ 155,468	\$ 70,652
May	\$ 200,000	\$ 210,042	\$ 113,106	\$ 169,654
Jun	\$ 300,000	\$ 271,275	\$ 328,750	\$ 150,808
<b>Total</b>	<b>\$3,094,653</b>	<b>\$3,008,142</b>	<b>\$3,049,712</b>	<b>\$2,464,981</b>
Total PY	\$3,008,142	\$3,049,712	\$2,464,981	\$2,724,886
Diff	<b>\$86,511</b>	<b>-\$41,570</b>	<b>\$584,731</b>	<b>-\$259,905</b>
Forecast				

# Yosemite Mariposa County Tourism Bureau

## Budget vs. Actuals: Budget\_FY26\_P&L - FY26 P&L

July - September, 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
500.00 INCOME				
501.00 BID Income	1,139,653.35	1,130,000.00	9,653.35	100.85 %
<b>Total 500.00 INCOME</b>	<b>1,139,653.35</b>	<b>1,130,000.00</b>	<b>9,653.35</b>	<b>100.85 %</b>
<b>Total Income</b>	<b>\$1,139,653.35</b>	<b>\$1,130,000.00</b>	<b>\$9,653.35</b>	<b>100.85 %</b>
<b>GROSS PROFIT</b>	<b>\$1,139,653.35</b>	<b>\$1,130,000.00</b>	<b>\$9,653.35</b>	<b>100.85 %</b>
<b>Expenses</b>				
600.00 ADVERTISING/ MARKETING				
602.00 Agency Retainer-Acct Mgmt	29,000.00	29,000.00	0.00	100.00 %
603.00 Print	27,500.00	25,000.00	2,500.00	110.00 %
604.00 Radio	20,000.00	20,000.00	0.00	100.00 %
606.00 Video	1,945.99	15,000.00	-13,054.01	12.97 %
610.00 Paid Search Terms/ Keywords	55,000.00	55,000.00	0.00	100.00 %
612.00 Production Costs	1,886.25	1,500.00	386.25	125.75 %
613.00 Digital Campaign Management	28,250.00	28,125.00	125.00	100.44 %
659.00 Digital Network Ads	177,500.00	177,500.00	0.00	100.00 %
663.00 Trip Portals & OTAs		20,000.00	-20,000.00	
672.00 Brochures	5,378.34	5,000.00	378.34	107.57 %
681.00 Photo Library	1,739.97	300.00	1,439.97	579.99 %
683.00 Market Research	5,733.87	5,160.00	573.87	111.12 %
<b>Total 600.00 ADVERTISING/ MARKETING</b>	<b>353,934.42</b>	<b>381,585.00</b>	<b>-27,650.58</b>	<b>92.75 %</b>
685.00 COMMUNICATIONS				
651.00 Website	43,362.47	45,055.00	-1,692.53	96.24 %
658.00 Social Media	19,316.68	17,050.00	2,266.68	113.29 %
662.00 Enews & Eblasts	17,340.00	18,150.00	-810.00	95.54 %
664.00 Public Relations & Film	10,000.00	18,000.00	-8,000.00	55.56 %
667.00 Influencer	446.97	8,000.00	-7,553.03	5.59 %
<b>Total 685.00 COMMUNICATIONS</b>	<b>90,466.12</b>	<b>106,255.00</b>	<b>-15,788.88</b>	<b>85.14 %</b>
700.00 CONSUMER/TRADE/LOCAL				
701.00 Registration Fees	6,199.00	31,500.00	-25,301.00	19.68 %
704.00 Promotion/Giveaways	2,437.69	3,000.00	-562.31	81.26 %
712.00 Local Event Donations/Support	8,250.00	5,750.00	2,500.00	143.48 %
<b>Total 700.00 CONSUMER/TRADE/LOCAL</b>	<b>16,886.69</b>	<b>40,250.00</b>	<b>-23,363.31</b>	<b>41.95 %</b>
730.00 FAMS - TRADE & MEDIA				
731.00 Hotel/Meals/Entertainment	8,195.39	9,000.00	-804.61	91.06 %
<b>Total 730.00 FAMS - TRADE &amp; MEDIA</b>	<b>8,195.39</b>	<b>9,000.00</b>	<b>-804.61</b>	<b>91.06 %</b>
740.00 INTERNATIONAL OFFICES				
742.00 Australia	7,999.84	9,644.00	-1,644.16	82.95 %
744.00 Germany	20,693.83	20,000.00	693.83	103.47 %
746.00 United Kingdom	20,163.35	29,000.00	-8,836.65	69.53 %
748.00 Scandinavia	6,600.00	7,500.00	-900.00	88.00 %
749.00 France		6,500.00	-6,500.00	

# Yosemite Mariposa County Tourism Bureau

## Budget vs. Actuals: Budget\_FY26\_P&L - FY26 P&L

July - September, 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Total 740.00 INTERNATIONAL OFFICES</b>	<b>55,457.02</b>	<b>72,644.00</b>	<b>-17,186.98</b>	<b>76.34 %</b>
770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES				
771.00 Travel/Mileage	7,907.48	13,700.00	-5,792.52	57.72 %
772.00 Entertainment	834.35	640.00	194.35	130.37 %
<b>Total 770.00 TRAVEL, MEAL, &amp; ENTERTAINMENT EXPENSES</b>	<b>8,741.83</b>	<b>14,340.00</b>	<b>-5,598.17</b>	<b>60.96 %</b>
801.00 OPERATIONS EXPENSE				
805.00 Rent/Storage/Maint/Cleaning	5,941.91	9,690.00	-3,748.09	61.32 %
810.00 Telephone	2,530.98	2,820.00	-289.02	89.75 %
815.00 Supplies	3,155.18	1,300.00	1,855.18	242.71 %
820.00 Equipment/ Software	22,707.52	24,138.76	-1,431.24	94.07 %
825.00 Utilities	1,892.32	2,225.00	-332.68	85.05 %
830.00 Postage	28.04	50.00	-21.96	56.08 %
840.00 Fees	1,085.00	150.00	935.00	723.33 %
845.00 Insurance	4,033.00	4,200.00	-167.00	96.02 %
850.00 Accounting/Legal/Public Affairs	4,054.17	950.00	3,104.17	426.75 %
855.00 Memberships/Dues	5,359.94	3,250.00	2,109.94	164.92 %
860.00 Other/ Misc.		945.00	-945.00	
865.00 QuickBooks Payments Fees	45.00		45.00	
<b>Total 801.00 OPERATIONS EXPENSE</b>	<b>50,833.06</b>	<b>49,718.76</b>	<b>1,114.30</b>	<b>102.24 %</b>
900.00 SALARY AND BENEFITS EXPENSE				
901.00 Salaries & Wages	149,836.69	168,700.00	-18,863.31	88.82 %
921.00 Health Insurance	12,838.50	14,550.00	-1,711.50	88.24 %
925.00 Non-Employee	2,820.00	6,000.00	-3,180.00	47.00 %
927.00 Employer Payroll Taxes	11,643.43	13,849.00	-2,205.57	84.07 %
928.00 401(k) Employee Benefit	4,374.82	5,400.00	-1,025.18	81.02 %
930.00 Workman's Compensation Ins	818.49	1,050.00	-231.51	77.95 %
945.00 HR Service - Singlepoint	2,554.72	2,625.00	-70.28	97.32 %
<b>Total 900.00 SALARY AND BENEFITS EXPENSE</b>	<b>184,886.65</b>	<b>212,174.00</b>	<b>-27,287.35</b>	<b>87.14 %</b>
Bad Debts	523.00		523.00	
Statement Credit	-600.00		-600.00	
<b>Total Expenses</b>	<b>\$769,324.18</b>	<b>\$885,966.76</b>	<b>\$ -116,642.58</b>	<b>86.83 %</b>
<b>NET OPERATING INCOME</b>	<b>\$370,329.17</b>	<b>\$244,033.24</b>	<b>\$126,295.93</b>	<b>151.75 %</b>
<b>NET INCOME</b>	<b>\$370,329.17</b>	<b>\$244,033.24</b>	<b>\$126,295.93</b>	<b>151.75 %</b>

# Yosemite Mariposa County Tourism Bureau

## Balance Sheet

As of September 30, 2025

	TOTAL			
	AS OF SEP 30, 2025	AS OF SEP 30, 2024 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
094.00 Premier Valley Bank - ICS 094	74,629.24	249,629.24	-175,000.00	-70.10 %
101.00 Premier Valley Bank - General 341	595,729.79	592,562.51	3,167.28	0.53 %
103.00 Premier Valley Bank - General 094	1,500.00	1,500.00	0.00	0.00 %
105.00 Premier Valley Bank - ICS 341	232,635.63	354,645.53	-122,009.90	-34.40 %
1103 Yosemite.com Holding	1,800.00		1,800.00	
<b>Total Bank Accounts</b>	<b>\$906,294.66</b>	<b>\$1,198,337.28</b>	<b>\$ -292,042.62</b>	<b>-24.37 %</b>
Accounts Receivable				
120.00 Accounts Receivable (A/R)	5,885.00	5,885.00	0.00	0.00 %
<b>Total Accounts Receivable</b>	<b>\$5,885.00</b>	<b>\$5,885.00</b>	<b>\$0.00</b>	<b>0.00 %</b>
Other Current Assets				
126 Prepaid Expenses	277,500.00	0.00	277,500.00	
1451 Investment in Yosemite.com Holding, LLC	28,974.00	28,974.00	0.00	0.00 %
Due from Yosemite.Com	-4,500.00		-4,500.00	
<b>Total Other Current Assets</b>	<b>\$301,974.00</b>	<b>\$28,974.00</b>	<b>\$273,000.00</b>	<b>942.22 %</b>
<b>Total Current Assets</b>	<b>\$1,214,153.66</b>	<b>\$1,233,196.28</b>	<b>\$ -19,042.62</b>	<b>-1.54 %</b>
Fixed Assets				
202.00 Machinery & Equipment	39,041.29	38,140.29	901.00	2.36 %
212.00 Accumulated Depr.	-27,717.00	-33,636.00	5,919.00	17.60 %
<b>Total Fixed Assets</b>	<b>\$11,324.29</b>	<b>\$4,504.29</b>	<b>\$6,820.00</b>	<b>151.41 %</b>
<b>TOTAL ASSETS</b>	<b>\$1,225,477.95</b>	<b>\$1,237,700.57</b>	<b>\$ -12,222.62</b>	<b>-0.99 %</b>
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
220.00 Accounts Payable (A/P)	13,529.42	42,940.00	-29,410.58	-68.49 %
<b>Total Accounts Payable</b>	<b>\$13,529.42</b>	<b>\$42,940.00</b>	<b>\$ -29,410.58</b>	<b>-68.49 %</b>
Credit Cards				
948.00 Premier Valley Bank - Jonathan Farrington	222.66	7,091.92	-6,869.26	-96.86 %
950.00 Premier Valley Bank - Tony McDaniel	0.00	3,366.64	-3,366.64	-100.00 %
951.00 Premier Valley Bank - Craig Polson	67.04	-33.09	100.13	302.60 %
952.00 Premier Valley Bank - Ellen Bergstone Wasil	2,265.86	1,380.36	885.50	64.15 %
953.00 Virtual Credit Card Account	33,094.37	6,557.18	26,537.19	404.70 %
954.00 Premier Valley Bank - Aaron Demery	-300.00	408.01	-708.01	-173.53 %
955.00 Premier Valley Bank - Kimberly Lawson	128.12		128.12	
956.00 Premier Valley Bank - Noel Morrison	164.89		164.89	

# Yosemite Mariposa County Tourism Bureau

## Balance Sheet

As of September 30, 2025

	TOTAL			
	AS OF SEP 30, 2025	AS OF SEP 30, 2024 (PY)	CHANGE	% CHANGE
<b>Total Credit Cards</b>	<b>\$35,642.94</b>	<b>\$18,771.02</b>	<b>\$16,871.92</b>	<b>89.88 %</b>
Other Current Liabilities				
Due to Yosemite.Com	-600.00	-600.00	0.00	0.00 %
<b>Total Other Current Liabilities</b>	<b>\$ -600.00</b>	<b>\$ -600.00</b>	<b>\$0.00</b>	<b>0.00 %</b>
<b>Total Current Liabilities</b>	<b>\$48,572.36</b>	<b>\$61,111.02</b>	<b>\$ -12,538.66</b>	<b>-20.52 %</b>
<b>Total Liabilities</b>	<b>\$48,572.36</b>	<b>\$61,111.02</b>	<b>\$ -12,538.66</b>	<b>-20.52 %</b>
Equity				
32000 Unrestricted Net Assets	806,576.42	743,766.37	62,810.05	8.44 %
Net Income	370,329.17	432,823.18	-62,494.01	-14.44 %
<b>Total Equity</b>	<b>\$1,176,905.59</b>	<b>\$1,176,589.55</b>	<b>\$316.04</b>	<b>0.03 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,225,477.95</b>	<b>\$1,237,700.57</b>	<b>\$ -12,222.62</b>	<b>-0.99 %</b>