



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

**Thursday, March 19, 2026
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 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
- Consider and approve nominations for Marketing Committee

COMMENTS FROM THE BOARD AND STAFF

CLOSED SESSION

- Closed session with the HR Committee

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	\$3,149,257	\$3,019,695	\$2,881,902	\$1,526,885	\$1,695,708
November	\$2,107,450	\$2,146,493	\$1,653,711	\$2,824,894	\$1,424,078
December	\$1,627,940	\$1,739,506	\$1,921,934	\$888,624	\$1,234,091
January	\$1,423,053	\$1,301,582	\$1,296,575	\$1,309,072	\$904,534
February	\$ 906,778	\$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	\$18,428,305	\$24,266,680	\$24,402,017	\$19,741,478	\$22,446,959

Δ Prior Year (\$5,838,375) (\$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	\$ 389,738	\$ 373,604	\$ 360,764	\$ 191,016
Nov	\$ 260,496	\$ 268,383	\$ 206,227	\$ 352,331
Dec	\$ 192,407	\$ 217,532	\$ 240,222	\$ 111,074
Jan	\$ 176,103	\$ 160,992	\$ 161,989	\$ 163,325
Feb	\$ 112,212	\$ 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
Total	\$3,065,610	\$3,008,142	\$3,049,712	\$2,464,981
Total PY	\$3,008,142	\$3,049,712	\$2,464,981	\$2,724,886
Diff	\$57,468	-\$41,570	\$584,731	-\$259,905
Forecast				

Yosemite Mariposa County Tourism Bureau

Budget vs. Actuals: Budget_FY26_P&L - FY26 P&L

July 2025 - February 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
500.00 INCOME				
501.00 BID Income	2,270,609.95	2,290,000.00	-19,390.05	99.15 %
505.00 Co-op Reimb. - Advertising	16,409.73	40,000.00	-23,590.27	41.02 %
Total 500.00 INCOME	2,287,019.68	2,330,000.00	-42,980.32	98.16 %
Total Income	\$2,287,019.68	\$2,330,000.00	\$ -42,980.32	98.16 %
GROSS PROFIT	\$2,287,019.68	\$2,330,000.00	\$ -42,980.32	98.16 %
Expenses				
600.00 ADVERTISING/ MARKETING				
602.00 Agency Retainer-Acct Mgmt	87,000.00	87,000.00	0.00	100.00 %
603.00 Print	78,930.00	75,000.00	3,930.00	105.24 %
604.00 Radio	60,000.00	60,000.00	0.00	100.00 %
606.00 Video	18,646.25	40,000.00	-21,353.75	46.62 %
610.00 Paid Search Terms/ Keywords	165,000.00	165,000.00	0.00	100.00 %
612.00 Production Costs	2,468.75	5,500.00	-3,031.25	44.89 %
613.00 Digital Campaign Management	84,750.00	84,375.00	375.00	100.44 %
659.00 Digital Network Ads	455,000.00	455,000.00	0.00	100.00 %
663.00 Trip Portals & OTAs	20,000.00	40,000.00	-20,000.00	50.00 %
672.00 Brochures	10,763.12	9,000.00	1,763.12	119.59 %
681.00 Photo Library	4,549.81	4,600.00	-50.19	98.91 %
683.00 Market Research	5,733.87	5,160.00	573.87	111.12 %
Total 600.00 ADVERTISING/ MARKETING	992,841.80	1,030,635.00	-37,793.20	96.33 %
685.00 COMMUNICATIONS				
651.00 Website	130,105.33	135,160.00	-5,054.67	96.26 %
658.00 Social Media	46,618.56	49,300.00	-2,681.44	94.56 %
662.00 Enews & Eblasts	60,855.39	56,725.00	4,130.39	107.28 %
664.00 Public Relations & Film	41,000.00	52,000.00	-11,000.00	78.85 %
667.00 Influencer	11,181.37	8,000.00	3,181.37	139.77 %
Total 685.00 COMMUNICATIONS	289,760.65	301,185.00	-11,424.35	96.21 %
700.00 CONSUMER/TRADE/LOCAL				
701.00 Registration Fees	44,215.00	59,500.00	-15,285.00	74.31 %
702.00 Booth/Displays/Shipping	1,893.40	0.00	1,893.40	
703.00 Meetings & Conferences	1,016.27		1,016.27	
704.00 Promotion/Giveaways	4,703.38	9,000.00	-4,296.62	52.26 %
712.00 Local Event Donations/Support	17,750.00	19,000.00	-1,250.00	93.42 %
Total 700.00 CONSUMER/TRADE/LOCAL	69,578.05	87,500.00	-17,921.95	79.52 %
730.00 FAMS - TRADE & MEDIA				
731.00 Hotel/Meals/Entertainment	28,985.48	21,000.00	7,985.48	138.03 %
Total 730.00 FAMS - TRADE & MEDIA	28,985.48	21,000.00	7,985.48	138.03 %
740.00 INTERNATIONAL OFFICES				
742.00 Australia	31,832.34	26,933.00	4,899.34	118.19 %
744.00 Germany	41,836.06	42,000.00	-163.94	99.61 %

Yosemite Mariposa County Tourism Bureau

Budget vs. Actuals: Budget_FY26_P&L - FY26 P&L

July 2025 - February 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
746.00 United Kingdom	48,839.53	41,500.00	7,339.53	117.69 %
748.00 Scandinavia	15,200.00	22,500.00	-7,300.00	67.56 %
749.00 France		19,500.00	-19,500.00	
Total 740.00 INTERNATIONAL OFFICES	137,707.93	152,433.00	-14,725.07	90.34 %
770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES				
771.00 Travel/Mileage	33,688.64	45,000.00	-11,311.36	74.86 %
772.00 Entertainment	1,517.17	5,295.00	-3,777.83	28.65 %
Total 770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES	35,205.81	50,295.00	-15,089.19	70.00 %
801.00 OPERATIONS EXPENSE				
805.00 Rent/Storage/Maint/Cleaning	17,912.07	20,840.00	-2,927.93	85.95 %
810.00 Telephone	7,379.88	7,520.00	-140.12	98.14 %
815.00 Supplies	3,686.08	3,800.00	-113.92	97.00 %
820.00 Equipment/ Software	36,369.77	30,573.76	5,796.01	118.96 %
825.00 Utilities	4,048.60	5,350.00	-1,301.40	75.67 %
830.00 Postage	390.76	1,600.00	-1,209.24	24.42 %
840.00 Fees	1,735.00	585.00	1,150.00	296.58 %
845.00 Insurance	4,033.00	4,200.00	-167.00	96.02 %
850.00 Accounting/Legal/Public Affairs	4,505.17	12,600.00	-8,094.83	35.76 %
855.00 Memberships/Dues	12,744.94	11,900.00	844.94	107.10 %
860.00 Other/ Misc.	880.00	4,420.00	-3,540.00	19.91 %
865.00 QuickBooks Payments Fees	402.75		402.75	
Total 801.00 OPERATIONS EXPENSE	94,088.02	103,388.76	-9,300.74	91.00 %
900.00 SALARY AND BENEFITS EXPENSE				
901.00 Salaries & Wages	386,213.69	402,950.00	-16,736.31	95.85 %
921.00 Health Insurance	42,719.41	38,800.00	3,919.41	110.10 %
925.00 Non-Employee	12,120.00	16,000.00	-3,880.00	75.75 %
927.00 Employer Payroll Taxes	31,741.15	32,429.00	-687.85	97.88 %
928.00 401(k) Employee Benefit	10,856.19	14,400.00	-3,543.81	75.39 %
930.00 Workman's Compensation Ins	2,055.63	2,550.00	-494.37	80.61 %
945.00 HR Service - Singlepoint	7,190.32	7,000.00	190.32	102.72 %
946.00 401(k) Administration Fees		1,500.00	-1,500.00	
Total 900.00 SALARY AND BENEFITS EXPENSE	492,896.39	515,629.00	-22,732.61	95.59 %
Bad Debts	523.00		523.00	
Statement Credit	-3,600.00		-3,600.00	
Total Expenses	\$2,137,987.13	\$2,262,065.76	\$ -124,078.63	94.51 %
NET OPERATING INCOME	\$149,032.55	\$67,934.24	\$81,098.31	219.38 %
NET INCOME	\$149,032.55	\$67,934.24	\$81,098.31	219.38 %

Statement of Financial Position

Yosemite Mariposa County Tourism Bureau

As of February 28, 2026

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF FEBRUARY 28, 2026	AS OF FEBRUARY 28, 2025 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Assets				
Current Assets				
Bank Accounts				
094.00 Premier Valley Bank - ICS 094	249,629.24	249,629.24	0.00	0.0 %
101.00 Premier Valley Bank - General 341	240,830.42	401,527.36	-160,696.94	-40.02 %
103.00 Premier Valley Bank - General 094	1,500.00	1,500.00	0.00	0.0 %
105.00 Premier Valley Bank - ICS 341	360,850.71	171,728.36	189,122.35	110.13 %
1103 Yosemite.com Holding	1,800.00		1,800.00	
9800075718 Premier Valley Bank	0.00	0.00	0.00	
Total for Bank Accounts	\$854,610.37	\$824,384.96	\$30,225.41	3.67 %
Accounts Receivable				
120.00 Accounts Receivable (A/R)	118,381.91	137,183.59	-18,801.68	-13.71 %
Total for Accounts Receivable	\$118,381.91	\$137,183.59	-\$18,801.68	-13.71 %
Other Current Assets				
126 Prepaid Expenses	0.00	0.00	0.00	
1451 Investment in Yosemite.com Holding, LLC	28,974.00	28,974.00	0.00	0.0 %
Due from Yosemite.Com	-4,500.00		-4,500.00	
Undeposited Funds	0.00	0.00	0.00	
Total for Other Current Assets	\$24,474.00	\$28,974.00	-\$4,500.00	-15.53 %
Total for Current Assets	\$997,466.28	\$990,542.55	\$6,923.73	0.7 %
Fixed Assets				
201.00 Furniture and Equipment (deleted)				
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	17.6 %
Total for Fixed Assets	\$11,324.29	\$4,504.29	\$6,820.00	151.41 %
Total for Assets	\$1,008,790.57	\$995,046.84	\$13,743.73	1.38 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
220.00 Accounts Payable (A/P)	11,352.69	39,188.52	-27,835.83	-71.03 %
Total for Accounts Payable	\$11,352.69	\$39,188.52	-\$27,835.83	-71.03 %
Credit Cards				
948.00 Premier Valley Bank - Jonathan Farrington	1,461.40	4,913.59	-3,452.19	-70.26 %
950.00 Premier Valley Bank - Tony McDaniel	0.00	0.00	0.00	
951.00 Premier Valley Bank - Craig Polson	4,340.21	829.29	3,510.92	423.36 %
952.00 Premier Valley Bank - Ellen Bergstone Wasil	1,310.79	1,196.88	113.91	9.52 %
953.00 Virtual Credit Card Account	11,630.09	15,069.19	-3,439.10	-22.82 %
954.00 Premier Valley Bank - Aaron Demery	300.51	0.00	300.51	
955.00 Premier Valley Bank - Kimberly Lawson	2,039.30	1,772.04	267.26	15.08 %
956.00 Premier Valley Bank - Noel Morrison	2,498.92		2,498.92	

Statement of Financial Position

Yosemite Mariposa County Tourism Bureau

As of February 28, 2026

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF FEBRUARY 28, 2026	AS OF FEBRUARY 28, 2025 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Total for Credit Cards	\$23,581.22	\$23,780.99	-\$199.77	-0.84 %
Other Current Liabilities				
Due to Yosemite.Com	0.00	-600.00	600.00	100.0 %
Total for Other Current Liabilities	\$0.00	-\$600.00	\$600.00	100.0 %
Total for Current Liabilities	\$34,933.91	\$62,369.51	-\$27,435.60	-43.99 %
Total for Liabilities	\$34,933.91	\$62,369.51	-\$27,435.60	-43.99 %
Equity				
401.00 Fund Balance	0.00	0.00	0.00	
32000 Unrestricted Net Assets	808,326.42	743,766.37	64,560.05	8.68 %
Net Income	165,530.24	188,910.96	-23,380.72	-12.38 %
Total for Equity	\$973,856.66	\$932,677.33	\$41,179.33	4.42 %
Total for Liabilities and Equity	\$1,008,790.57	\$995,046.84	\$13,743.73	1.38 %