



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

**Thursday, May 14, 2026
1:30 PM**

Location: Mariposa County Board of Supervisors Chambers
5100 Bullion St. Mariposa, CA 95338 (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 Chamber of Commerce Chair update
- Mariposa County Update – Mariposa County Supervisors
- Comments from board members on the current state of the lodging industry
- Treasurer’s report – Treasurer Ron Halcrow
- Proposed 2026-2027 Budget Review & Marketing Committee Recommendation - Staff
- Short Executive Director & Marketing Update – Staff

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of minutes from the March 2026 Board Meeting
- Consideration and approval of the proposed FY 2026/2027 Budget
- Consideration and approval for YMCTB Executive Director to increase or decrease the paid marketing budget, excluding fixed costs or salary, within a \$250,000 limit to revenues during the FY 2026/27
- From Closed Session: Approval of compensation & benefit increases

COMMENTS FROM THE BOARD AND STAFF

CLOSED SESSION

- Review HR committee recommendations on compensation

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	\$1,008,796	\$861,435	\$943,372	\$829,606	\$1,560,168
April	\$1,578,095	\$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	\$21,015,195	\$24,266,680	\$24,402,017	\$19,741,478	\$22,446,959

Δ Prior Year (\$3,251,485) (\$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	\$ 124,814	\$ 106,599	\$ 117,922	\$ 103,200
Apr	\$ 188,426	\$ 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	\$3,083,850	\$3,008,142	\$3,049,712	\$2,464,981
Total PY	\$3,008,142	\$3,049,712	\$2,464,981	\$2,724,886
Diff	\$75,707	-\$41,570	\$584,731	-\$259,905
Forecast				

Yosemite Mariposa County Tourism Bureau

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

July 2025 - April 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
500.00 INCOME				
501.00 BID Income	2,581,925.57	2,585,000.00	-3,074.43	99.88 %
505.00 Co-op Reimb. - Advertising	19,836.23	60,000.00	-40,163.77	33.06 %
509.00 Other Income	740.00		740.00	
Total 500.00 INCOME	2,602,501.80	2,645,000.00	-42,498.20	98.39 %
Total Income	\$2,602,501.80	\$2,645,000.00	\$ -42,498.20	98.39 %
GROSS PROFIT	\$2,602,501.80	\$2,645,000.00	\$ -42,498.20	98.39 %
Expenses				
600.00 ADVERTISING/ MARKETING				
602.00 Agency Retainer-Acct Mgmt	116,000.00	116,000.00	0.00	100.00 %
603.00 Print	78,985.00	75,000.00	3,985.00	105.31 %
604.00 Radio	60,000.00	60,000.00	0.00	100.00 %
606.00 Video	19,071.25	50,000.00	-30,928.75	38.14 %
610.00 Paid Search Terms/ Keywords	220,000.00	220,000.00	0.00	100.00 %
612.00 Production Costs	3,278.75	8,000.00	-4,721.25	40.98 %
613.00 Digital Campaign Management	113,000.00	112,500.00	500.00	100.44 %
659.00 Digital Network Ads	600,000.00	600,000.00	0.00	100.00 %
663.00 Trip Portals & OTAs	20,000.00	40,000.00	-20,000.00	50.00 %
672.00 Brochures	11,534.79	9,000.00	2,534.79	128.16 %
681.00 Photo Library	5,389.78	4,800.00	589.78	112.29 %
683.00 Market Research	5,733.87	26,160.00	-20,426.13	21.92 %
Total 600.00 ADVERTISING/ MARKETING	1,252,993.44	1,321,460.00	-68,466.56	94.82 %
685.00 COMMUNICATIONS				
651.00 Website	175,085.24	176,930.00	-1,844.76	98.96 %
658.00 Social Media	55,550.01	62,500.00	-6,949.99	88.88 %
662.00 Enews & Eblasts	75,632.06	73,825.00	1,807.06	102.45 %
664.00 Public Relations & Film	59,500.00	65,000.00	-5,500.00	91.54 %
667.00 Influencer	11,181.37	16,000.00	-4,818.63	69.88 %
Total 685.00 COMMUNICATIONS	376,948.68	394,255.00	-17,306.32	95.61 %
700.00 CONSUMER/TRADE/LOCAL				
701.00 Registration Fees	44,265.00	78,000.00	-33,735.00	56.75 %
702.00 Booth/Displays/Shipping	3,001.92	0.00	3,001.92	
703.00 Meetings & Conferences	1,016.27		1,016.27	
704.00 Promotion/Giveaways	4,703.38	12,000.00	-7,296.62	39.19 %
712.00 Local Event Donations/Support	20,100.00	20,500.00	-400.00	98.05 %
Total 700.00 CONSUMER/TRADE/LOCAL	73,086.57	110,500.00	-37,413.43	66.14 %
730.00 FAMS - TRADE & MEDIA	-194.57		-194.57	
731.00 Hotel/Meals/Entertainment	38,875.78	31,000.00	7,875.78	125.41 %
Total 730.00 FAMS - TRADE & MEDIA	38,681.21	31,000.00	7,681.21	124.78 %
740.00 INTERNATIONAL OFFICES				
742.00 Australia	40,067.41	36,577.00	3,490.41	109.54 %

Yosemite Mariposa County Tourism Bureau

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

July 2025 - April 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
744.00 Germany	50,836.06	46,000.00	4,836.06	110.51 %
746.00 United Kingdom	63,380.58	60,000.00	3,380.58	105.63 %
748.00 Scandinavia	21,800.00	30,000.00	-8,200.00	72.67 %
749.00 France		26,000.00	-26,000.00	
Total 740.00 INTERNATIONAL OFFICES	176,084.05	198,577.00	-22,492.95	88.67 %
770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES				
771.00 Travel/Mileage	48,223.18	57,200.00	-8,976.82	84.31 %
772.00 Entertainment	6,182.67	8,660.00	-2,477.33	71.39 %
Total 770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES	54,405.85	65,860.00	-11,454.15	82.61 %
801.00 OPERATIONS EXPENSE				
805.00 Rent/Storage/Maint/Cleaning	22,398.68	25,300.00	-2,901.32	88.53 %
810.00 Telephone	9,331.67	9,400.00	-68.33	99.27 %
815.00 Supplies	4,265.71	4,600.00	-334.29	92.73 %
820.00 Equipment/ Software	29,736.22	32,039.76	-2,303.54	92.81 %
825.00 Utilities	4,830.99	6,600.00	-1,769.01	73.20 %
830.00 Postage	404.51	1,900.00	-1,495.49	21.29 %
840.00 Fees	3,320.00	685.00	2,635.00	484.67 %
845.00 Insurance	4,033.00	4,200.00	-167.00	96.02 %
850.00 Accounting/Legal/Public Affairs	5,455.17	13,100.00	-7,644.83	41.64 %
855.00 Memberships/Dues	15,999.94	16,150.00	-150.06	99.07 %
860.00 Other/ Misc.	485.43	5,130.00	-4,644.57	9.46 %
865.00 QuickBooks Payments Fees	419.43		419.43	
Total 801.00 OPERATIONS EXPENSE	100,680.75	119,104.76	-18,424.01	84.53 %
900.00 SALARY AND BENEFITS EXPENSE				
901.00 Salaries & Wages	479,896.90	496,650.00	-16,753.10	96.63 %
921.00 Health Insurance	55,498.93	48,500.00	6,998.93	114.43 %
925.00 Non-Employee	15,240.00	20,000.00	-4,760.00	76.20 %
927.00 Employer Payroll Taxes	38,907.90	39,861.00	-953.10	97.61 %
928.00 401(k) Employee Benefit	14,243.19	18,000.00	-3,756.81	79.13 %
930.00 Workman's Compensation Ins	2,547.16	3,150.00	-602.84	80.86 %
945.00 HR Service - Singlepoint	9,633.80	8,750.00	883.80	110.10 %
946.00 401(k) Administration Fees		1,500.00	-1,500.00	
Total 900.00 SALARY AND BENEFITS EXPENSE	615,967.88	636,411.00	-20,443.12	96.79 %
Bad Debts	523.00		523.00	
Statement Credit	-3,600.00		-3,600.00	
Total Expenses	\$2,685,771.43	\$2,877,167.76	\$ -191,396.33	93.35 %
NET OPERATING INCOME	\$ -83,269.63	\$ -232,167.76	\$148,898.13	35.87 %
Other Income				
Reimbursement Income	35.46		35.46	
Total Other Income	\$35.46	\$0.00	\$35.46	0.00%
NET OTHER INCOME	\$35.46	\$0.00	\$35.46	0.00%

Yosemite Mariposa County Tourism Bureau

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

July 2025 - April 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
NET INCOME	\$ -83,234.17	\$ -232,167.76	\$148,933.59	35.85 %

Yosemite Mariposa County Tourism Bureau

Statement of Financial Position

As of Apr 30, 2026

	TOTAL			
	AS OF APR 30, 2026	AS OF APR 30, 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	243,022.99	386,335.77	-143,312.78	-37.1 %
103.00 Premier Valley Bank - General 094	1,500.00	1,500.00	0.00	0.0 %
105.00 Premier Valley Bank - ICS 341	125,615.59	73,725.57	51,890.02	70.38 %
1103 Yosemite.com Holding	1,800.00		1,800.00	
9800075718 Premier Valley Bank	0.00	0.00	0.00	
Total for Bank Accounts	\$621,567.82	\$711,190.58	-\$89,622.76	-12.6 %
Accounts Receivable				
120.00 Accounts Receivable (A/R)	191,852.50	23,576.00	168,276.50	713.76 %
Total for Accounts Receivable	\$191,852.50	\$23,576.00	\$168,276.50	713.76 %
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	\$837,894.32	\$763,740.58	\$74,153.74	9.71 %
Fixed Assets				
201.00 Furniture and Equipment (deleted)				
202.00 Machinery & Equipment	47,347.02	38,140.29	9,206.73	24.14 %
212.00 Accumulated Depr.	-27,717.00	-33,636.00	5,919.00	17.6 %
Total for Fixed Assets	\$19,630.02	\$4,504.29	\$15,125.73	335.81 %
Total for Assets	\$857,524.34	\$768,244.87	\$89,279.47	11.62 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
220.00 Accounts Payable (A/P)	114,205.74	21,336.11	92,869.63	435.27 %
Total for Accounts Payable	\$114,205.74	\$21,336.11	\$92,869.63	435.27 %
Credit Cards				
948.00 Premier Valley Bank - Jonathan Farrington	1,010.40	2,781.93	-1,771.53	-63.68 %
950.00 Premier Valley Bank - Tony McDaniel	0.00	0.00	0.00	
951.00 Premier Valley Bank - Craig Polson	909.99	45.56	864.43	1897.34 %
952.00 Premier Valley Bank - Ellen Bergstone Wasil	759.99	738.03	21.96	2.98 %
953.00 Virtual Credit Card Account	5,877.21	7,318.71	-1,441.50	-19.7 %
954.00 Premier Valley Bank - Aaron Demery	1,799.05	0.00	1,799.05	
955.00 Premier Valley Bank - Kimberly Lawson	3,602.92	6,490.93	-2,888.01	-44.49 %
956.00 Premier Valley Bank - Noel Morrison	4,266.79		4,266.79	

Yosemite Mariposa County Tourism Bureau

Statement of Financial Position

As of Apr 30, 2026

	TOTAL			
	AS OF APR 30, 2026	AS OF APR 30, 2025 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Total for Credit Cards	\$18,226.35	\$17,375.16	\$851.19	4.9 %
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	\$132,432.09	\$38,111.27	\$94,320.82	247.49 %
Total for Liabilities	\$132,432.09	\$38,111.27	\$94,320.82	247.49 %
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 Revenue	-83,234.17	-13,632.77	-69,601.40	-510.54 %
Total for Equity	\$725,092.25	\$730,133.60	-\$5,041.35	-0.69 %
Total for Liabilities and Equity	\$857,524.34	\$768,244.87	\$89,279.47	11.62 %