



**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
BOARD OF DIRECTORS REGULAR MEETING**
Yosemite Mariposa County Tourism Bureau
Board Room
5065 Hwy 140
Mariposa, CA 95338

**Friday, August 21, 2026
1:00 PM**

FINAL A G E N D A

1:00 PM

OPEN SESSION

CALL TO ORDER

SELF-INTRODUCTION BY THOSE IN ATTENDANCE

PUBLIC COMMENTS ON ITEMS ON OR NOT ON THE AGENDA

Members of the audience may address the Board on matters on or off the regular agenda. The Brown Act regulations restrict the Board from acting on any subject presented that is not an action item on the agenda.

INFORMATION AND PRESENTATION MATTERS

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Nomination and election of Board Members
- Nomination and election of Officers for 2026-2027
- Nominations and approval of Committee Members and Advisors for 2026-2027
- Approval of minutes from the May 14, 2026 Board Meeting
- Approval of BOD meeting schedule for 2026-2027. Moving one week later monthly to improve reporting

COMMENTS FROM THE BOARD AND STAFF

CLOSED SESSION

- Staff update

REPORT OUT ON CLOSED SESSION

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	\$1,216,090	\$1,697,731	\$904,843	\$1,350,234	\$2,373,763
June	\$2,551,252	\$2,192,446	\$2,630,292	\$1,210,995	\$3,459,225
GR TOTAL	\$24,782,537	\$24,266,680	\$24,402,017	\$19,741,478	\$22,446,959

Δ Prior Year \$515,856 (\$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	\$ 150,428	\$ 210,042	\$ 113,106	\$ 169,654
Jun	\$ 315,594	\$ 271,275	\$ 328,750	\$ 150,808
Total	\$3,049,872	\$3,008,142	\$3,049,712	\$2,464,981
Total PY	\$3,008,142	\$3,049,712	\$2,464,981	\$2,724,886
Diff	\$41,730	-\$41,570	\$584,731	-\$259,905
Forecast				

Yosemite Mariposa County Tourism Bureau

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

July 2025 - June 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
500.00 INCOME				
501.00 BID Income	3,047,948.60	3,085,000.00	-37,051.40	98.80 %
505.00 Co-op Reimb. - Advertising	27,229.39	60,000.00	-32,770.61	45.38 %
509.00 Other Income	302,188.47		302,188.47	
Total 500.00 INCOME	3,377,366.46	3,145,000.00	232,366.46	107.39 %
Total Income	\$3,377,366.46	\$3,145,000.00	\$232,366.46	107.39 %
GROSS PROFIT	\$3,377,366.46	\$3,145,000.00	\$232,366.46	107.39 %
Expenses				
600.00 ADVERTISING/ MARKETING				
602.00 Agency Retainer-Acct Mgmt	116,000.00	116,000.00	0.00	100.00 %
603.00 Print	80,562.00	75,000.00	5,562.00	107.42 %
604.00 Radio	60,000.00	60,000.00	0.00	100.00 %
606.00 Video	56,770.25	60,000.00	-3,229.75	94.62 %
610.00 Paid Search Terms/ Keywords	220,000.00	220,000.00	0.00	100.00 %
612.00 Production Costs	5,903.75	9,000.00	-3,096.25	65.60 %
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	40,000.00	40,000.00	0.00	100.00 %
672.00 Brochures	16,599.80	9,000.00	7,599.80	184.44 %
681.00 Photo Library	5,549.76	6,000.00	-450.24	92.50 %
683.00 Market Research	38,633.87	39,160.00	-526.13	98.66 %
Total 600.00 ADVERTISING/ MARKETING	1,353,019.43	1,346,660.00	6,359.43	100.47 %
685.00 COMMUNICATIONS				
651.00 Website	175,108.53	180,000.00	-4,891.47	97.28 %
658.00 Social Media	69,710.39	74,200.00	-4,489.61	93.95 %
661.00 Booking Engine	15,390.91	14,500.00	890.91	106.14 %
662.00 Enews & Eblasts	81,900.39	85,925.00	-4,024.61	95.32 %
664.00 Public Relations & Film	69,500.00	75,000.00	-5,500.00	92.67 %
667.00 Influencer	20,030.89	22,000.00	-1,969.11	91.05 %
Total 685.00 COMMUNICATIONS	431,641.11	451,625.00	-19,983.89	95.58 %
700.00 CONSUMER/TRADE/LOCAL				
701.00 Registration Fees	62,760.00	88,200.00	-25,440.00	71.16 %
702.00 Booth/Displays/Shipping	7,070.65	7,000.00	70.65	101.01 %
704.00 Promotion/Giveaways	13,084.93	15,000.00	-1,915.07	87.23 %
712.00 Local Event Donations/Support	25,256.00	25,000.00	256.00	101.02 %
715.00 Other		1.00	-1.00	
716.00 Partnership Development		1.00	-1.00	
Total 700.00 CONSUMER/TRADE/LOCAL	108,171.58	135,202.00	-27,030.42	80.01 %
730.00 FAMS - TRADE & MEDIA				
731.00 Hotel/Meals/Entertainment	44,798.64	35,000.00	9,798.64	128.00 %
Total 730.00 FAMS - TRADE & MEDIA	44,798.64	35,000.00	9,798.64	128.00 %

Yosemite Mariposa County Tourism Bureau

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

July 2025 - June 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
740.00 INTERNATIONAL OFFICES				
742.00 Australia	43,832.20	38,577.00	5,255.20	113.62 %
744.00 Germany	52,471.06	46,000.00	6,471.06	114.07 %
746.00 United Kingdom	63,380.58	64,000.00	-619.42	99.03 %
748.00 Scandinavia	30,400.00	30,000.00	400.00	101.33 %
749.00 France		26,000.00	-26,000.00	
Total 740.00 INTERNATIONAL OFFICES	190,083.84	204,577.00	-14,493.16	92.92 %
770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES				
771.00 Travel/Mileage	55,694.31	80,200.00	-24,505.69	69.44 %
772.00 Entertainment	7,430.23	9,400.00	-1,969.77	79.05 %
Total 770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES	63,124.54	89,600.00	-26,475.46	70.45 %
801.00 OPERATIONS EXPENSE				
805.00 Rent/Storage/Maint/Cleaning	26,966.34	29,760.00	-2,793.66	90.61 %
810.00 Telephone	11,269.08	11,280.00	-10.92	99.90 %
815.00 Supplies	5,418.62	5,200.00	218.62	104.20 %
820.00 Equipment/ Software	29,849.11	33,005.76	-3,156.65	90.44 %
825.00 Utilities	5,545.31	8,000.00	-2,454.69	69.32 %
830.00 Postage	404.51	1,900.00	-1,495.49	21.29 %
840.00 Fees	4,205.00	785.00	3,420.00	535.67 %
845.00 Insurance	4,033.00	4,200.00	-167.00	96.02 %
850.00 Accounting/Legal/Public Affairs	6,055.17	13,600.00	-7,544.83	44.52 %
855.00 Memberships/Dues	16,137.94	16,900.00	-762.06	95.49 %
860.00 Other/ Misc.	485.43	5,760.00	-5,274.57	8.43 %
865.00 QuickBooks Payments Fees	519.29		519.29	
Total 801.00 OPERATIONS EXPENSE	110,888.80	130,390.76	-19,501.96	85.04 %
900.00 SALARY AND BENEFITS EXPENSE				
901.00 Salaries & Wages	594,510.21	590,350.00	4,160.21	100.70 %
921.00 Health Insurance	68,808.93	58,200.00	10,608.93	118.23 %
925.00 Non-Employee	18,390.00	24,000.00	-5,610.00	76.63 %
927.00 Employer Payroll Taxes	47,675.80	47,293.00	382.80	100.81 %
928.00 401(k) Employee Benefit	17,643.92	21,700.00	-4,056.08	81.31 %
930.00 Workman's Compensation Ins	3,146.31	3,750.00	-603.69	83.90 %
945.00 HR Service - Singlepoint	11,479.04	10,500.00	979.04	109.32 %
946.00 401(k) Administration Fees	500.00	1,500.00	-1,000.00	33.33 %
Total 900.00 SALARY AND BENEFITS EXPENSE	762,154.21	757,293.00	4,861.21	100.64 %
Bad Debts	523.00		523.00	
Statement Credit	-3,600.00		-3,600.00	
Total Expenses	\$3,060,805.15	\$3,150,347.76	\$ -89,542.61	97.16 %
NET OPERATING INCOME	\$316,561.31	\$ -5,347.76	\$321,909.07	-5,919.51 %
NET INCOME	\$316,561.31	\$ -5,347.76	\$321,909.07	-5,919.51 %

Yosemite Mariposa County Tourism Bureau

Statement of Financial Position

As of Jun 30, 2026

	TOTAL			
	As of Jun 30, 2026	As of Jun 30, 2025 (PY)	\$ Change (PY)	% Change (PY)
Assets				
Current Assets				
Bank Accounts				
094.00 Premier Valley Bank - ICS 094	249,629.24	149,629.24	100,000.00	66.83 %
101.00 Premier Valley Bank - General 341	161,723.47	194,677.22	-32,953.75	-16.93 %
103.00 Premier Valley Bank - General 094	1,500.00	1,500.00	0.00	0.0 %
105.00 Premier Valley Bank - ICS 341	75,266.96	147,520.93	-72,253.97	-48.98 %
1103 Yosemite.com Holding	1,800.00	1,800.00	0.00	0.0 %
9800075718 Premier Valley Bank	0.00	0.00	0.00	
Total for Bank Accounts	\$489,919.67	\$495,127.39	-\$5,207.72	-1.05 %
Accounts Receivable				
120.00 Accounts Receivable (A/R)	624,840.18	288,684.67	336,155.51	116.44 %
Total for Accounts Receivable	\$624,840.18	\$288,684.67	\$336,155.51	116.44 %
Other Current Assets				
126 Prepaid Expenses	54,205.00	281,533.00	-227,328.00	-80.75 %
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	\$78,679.00	\$310,507.00	-\$231,828.00	-74.66 %
Total for Current Assets	\$1,193,438.85	\$1,094,319.06	\$99,119.79	9.06 %
Fixed Assets				
201.00 Furniture and Equipment (deleted)				
202.00 Machinery & Equipment	51,270.35	39,041.29	12,229.06	31.32 %
212.00 Accumulated Depr.	-27,717.00	-27,717.00	0.00	0.0 %
Total for Fixed Assets	\$23,553.35	\$11,324.29	\$12,229.06	107.99 %
Total for Assets	\$1,216,992.20	\$1,105,643.35	\$111,348.85	10.07 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
220.00 Accounts Payable (A/P)	87,283.74	277,501.04	-190,217.30	-68.55 %
Total for Accounts Payable	\$87,283.74	\$277,501.04	-\$190,217.30	-68.55 %
Credit Cards				
948.00 Premier Valley Bank - Jonathan Farrington	858.42	8,119.83	-7,261.41	-89.43 %
950.00 Premier Valley Bank - Tony McDaniel	0.00	0.00	0.00	
951.00 Premier Valley Bank - Craig Polson	4,437.33	93.02	4,344.31	4670.3 %
952.00 Premier Valley Bank - Ellen Bergstone Wasil	809.99	661.89	148.10	22.38 %
953.00 Virtual Credit Card Account	6,535.63	8,811.36	-2,275.73	-25.83 %
954.00 Premier Valley Bank - Aaron Demery	1,525.61	146.00	1,379.61	944.94 %
955.00 Premier Valley Bank - Kimberly Lawson	-2,374.30	2,583.79	-4,958.09	-191.89 %
956.00 Premier Valley Bank - Noel Morrison	-3,971.95		-3,971.95	

Yosemite Mariposa County Tourism Bureau

Statement of Financial Position

As of Jun 30, 2026

	TOTAL			
	As of Jun 30, 2026	As of Jun 30, 2025 (PY)	\$ Change (PY)	% Change (PY)
Total for Credit Cards	\$7,820.73	\$20,415.89	-\$12,595.16	-61.69 %
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	\$95,104.47	\$297,316.93	-\$202,212.46	-68.01 %
Total for Liabilities	\$95,104.47	\$297,316.93	-\$202,212.46	-68.01 %
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	313,561.31	64,560.05	249,001.26	385.69 %
Total for Equity	\$1,121,887.73	\$808,326.42	\$313,561.31	38.79 %
Total for Liabilities and Equity	\$1,216,992.20	\$1,105,643.35	\$111,348.85	10.07 %