



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
March 19, 2020

In Attendance:

This meeting was a call-in meeting only due to COVID-19.

Directors on the Conference Call Line:

Kevin Shelton (Board Chair) – Yosemite Resorts
Christian Mueller – (Board Vice-Chair) – The Redwoods in Yosemite
Douglas Shaw (Board Treasurer) – Yosemite Bug Rustic Mountain Resort
MaryAnn Huff – Northern Mariposa County
Victoria Imrie – Yosemite Zipline & Adventure Ranch
Ron Halcrow – Yosemite Plaisance Bed & Breakfast

Advisors on the Conference Call Line:

Scott Feister – Mariposa County Chamber of Commerce and Visitor Center
Miles Menetry – Mariposa County Supervisors
Marshall Long - Mariposa County Supervisors

YMCTB Staff:

Jonathan Farrington – Executive Director
Julie Hadzega – Travel Trade & Operations Manager
Craig Polson – Social Media & Content Curator
Tony McDaniel – Communication
Ellen Bergstone Wasil – Marketing Creative Manager

Visitors Present: - On the call

Michelle Rodriguez – 360 View PR
Jennifer Sweeney - 360 View PR
Emerald Wong – Marketing Committee
Yuli Gotsev - Marketing Committee

CALL TO ORDER:

The meeting was called to order at 1:33 pm by Kevin Shelton.

SELF-INTRODUCTIONS BY THOSE IN ATTENDANCE

Roll call for Board Members was made



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
March 19, 2020

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, not on the regular agenda. Brown Act regulations restrict the Board from acting on any subject presented that is not on the agenda.

- Kevin Shelton asked for public comments – None were made

INFORMATION AND PRESENTATION MATTERS

- Mariposa County Update – Mariposa County Supervisors – Welcome Miles Menetrey

Miles was not prepared to make an update at this time. He did mention that the conference at Tenaya Lodge in May will most likely be canceled.

- Tara Schiff – Mariposa County Economic Development Specialist

California AB5 was passed in September and will require that all independent contractors will require a business license by January of 2021. Mariposa County does not currently issue business licenses. Tara is working with Tax Collector Keith Williams to come up with a voluntary business license and will bring this to the Board of Supervisors to adopt a procedure.

- 360 View PR – Jennifer Sweeney

Michelle and Jennifer from 360 View PR spoke about key talking points during the COVID-19 crisis. Things are changing by the minute in the PR world. Some of the points include:

- Go dark promoting your business
- Create inspirational social media posting
- Take virtual trips
- Off the beaten path
- Hidden gem ideas
- Solitary hikes

- Introduce Ellen Bergstone Wasil, new Marketing Manager for YMCTB

Jonathan introduced Ellen as the new Marketing Manager for YMCTB



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
March 19, 2020

- Yosemite National Park update

No update was made

- Mariposa County Chamber of Commerce update

- The Chamber is currently monitoring the situation.
- Jonathan Farrington shared a google document that the Chamber is creating to show the status of the businesses in Mariposa.
The Chamber is developing a grocery delivery program to help with the at-risk population in Mariposa.

- Treasurer's report – Douglas Shaw

Douglas Shaw – Treasurer read through the financial reports.

- The BID income is higher than expected. It is 30 percent higher than last year.
 - International billing is the same
 - Equipment/software has increased due to an increase in new employees
 - Salary is 96 percent due to non-employees
 - Entertainment is up.
- Discuss Covid-19 impacts, reactive measures and plans for recovery.
 - The spring campaign has been canceled
 - We would be normally be showing the creative at this meeting.
 - At least a thousand hours have been spent by staff planning and creating the campaign. The creative design can be used in the future.
 - We normally don't create campaigns and messaging for summer as we normally don't promote that season.
 - All of the creative processes were brought in-house after we ended the contract with our Ad agency saving \$200,000.

The following is the current status of the spring campaign tactics:.

- BANG (Bay Area News Group) - Held
- Expedia OTA - Held
- KCBS Radio - Held
- KQED Radio - Canceled



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
March 19, 2020

- SEM/PPC 90% Held - 10% spend to protect against cost increases returning to market.
- Display Advertising – Held
- Retargeting Advertising – Held
- Spring Consumer Newsletter - Canceled
- Climber Magazine Bonus Display ads – Held (TBD)
- Social Media Noble Sponsored posts -Held
- Social Media YMCTB Posts – Held
- Seven Media FAMS – Canceled – Rebooking in fall if possible
- ITB, Germany - Brand USA, Denmark, French Sales Mission, Paris & Lyon - Canceled
- Bay Area Travel Show, Santa Clara – Postponed
- Go-West Summit, Portland – Postponed
- LA Media in-market FAM's (2) Postponed – fall
- IPW, Las Vegas – TBD Go-No-Go April 3rd
- General Social Media posts:
 - Pinterest – No posting
 - Twitter – Only amplified lodging offers
 - Instagram – Limited – 50% volume inspirational posts
 - Facebook YosemiteNation – Limited 50% volume inspirational posts
 - Facebook Local – Crisis and key information
- Executive Director Marketing Update – Jonathan Farrington

The full marketing update was sent to all board members. Highlights included:

- TOT collections are up 10% year over year. Dallin Kimble CAO of the County reported that the TOT is on par with 2017-2018 which proved to be the highest on record. Bed and Breakfasts and vacation rentals are trending higher TOT for the first time.
- Co-op reimbursement 30,000 compared to 12,000. We choose lifestyle magazines in the Los Angeles, San Francisco, and Orange County markets.
- \$200,000 was added to the budget for print, radio, digital advertising. Print options included magazines like Alpinist, California Climber and Rock and Ice.
- Digital advertising brought 135,000 visitors to the website.
- Social media has increased
- Facebook is up from 1000 to 160,000 clicks to Yosemite.com.
- Boosted posted – money behind the



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
March 19, 2020

- Discuss 2020-2021 budget and planning process, marketing retreat and 20/21 budget approval at May Board Meeting.
 - The approach for the budget has to be different. Draft by April 30, two-tier high and low.
 - Plan for the worst and work for the best
 - Start low and switch gears if things move.
 - Retreat scheduled for the week of May 4th.
- BookDirect (JackRabbit) “Go-Live” March 23rd
 - Julie and Tony worked hard to get this program off the ground.
 - Airbnb has its own tab on the engine as they will not comingle with any other search program. We paid an extra fee for this.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of meeting minutes for January 16, 2020 Board Meeting.

Motioned by Vicky Imrie
Seconded by Douglas Shaw

- Approve change in credit card representation and revision of credit limit.

Motioned by Christian Mueller
Seconded by Ron Halcrow

Action Matters were approved by the Board with a verbal roll call.

CLOSED SESSION

None

ITEMS TO REPORT FROM CLOSED SESSION

None

COMMENTS FROM BOARD AND STAFF

None

ADJOURNMENT - 2:47 PM