



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

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

Location: **AutoCamp Yosemite**, Midpines, CA (No remote option)

Upstairs above in the main lobby. Parking is available at the top of the property.

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 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
- HR – Update on the hiring process for the Director of Communications
- Executive Director Update
- Brief Marketing and Results Reporting Presentation

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of Annual Board Meeting Minutes – October 17, 2024

COMMENTS FROM THE BOARD AND STAFF

CLOSED SESSION

- No closed session items

ADJOURNMENT

Yosemite Mariposa County Tourism Bureau

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July - December, 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
500.00 INCOME				
501.00 BID Income	1,776,774.40	1,722,500.00	54,274.40	103.15 %
505.00 Co-op Reimb. - Advertising	23,558.00	25,000.00	-1,442.00	94.23 %
506.00 Co-op Reimb. - Events	1,430.07		1,430.07	
509.00 Other Income	3,674.17		3,674.17	
Total 500.00 INCOME	1,805,436.64	1,747,500.00	57,936.64	103.32 %
Total Income	\$1,805,436.64	\$1,747,500.00	\$57,936.64	103.32 %
GROSS PROFIT	\$1,805,436.64	\$1,747,500.00	\$57,936.64	103.32 %
Expenses				
600.00 ADVERTISING/ MARKETING				
602.00 Agency Retainer-Acct Mgmt	52,500.00	52,500.00	0.00	100.00 %
603.00 Print	56,223.85	45,000.00	11,223.85	124.94 %
604.00 Radio	45,000.00	45,000.00	0.00	100.00 %
606.00 Video	13,617.76	30,000.00	-16,382.24	45.39 %
610.00 Paid Search Terms/ Keywords	160,000.00	160,000.00	0.00	100.00 %
612.00 Production Costs	1,675.00	6,000.00	-4,325.00	27.92 %
613.00 Digital Campaign Management	56,250.00	68,250.00	-12,000.00	82.42 %
659.00 Digital Network Ads	265,000.00	265,000.00	0.00	100.00 %
663.00 Trip Portals & OTAs	21,000.00	20,000.00	1,000.00	105.00 %
672.00 Brochures	5,685.11	8,500.00	-2,814.89	66.88 %
681.00 Photo Library	3,979.94	1,900.00	2,079.94	209.47 %
683.00 Market Research		30,000.00	-30,000.00	
Total 600.00 ADVERTISING/ MARKETING	680,931.66	732,150.00	-51,218.34	93.00 %
685.00 COMMUNICATIONS				
651.00 Website	94,298.17	95,640.00	-1,341.83	98.60 %
658.00 Social Media	34,061.20	33,750.00	311.20	100.92 %
662.00 Enews & Eblasts	29,568.37	29,625.00	-56.63	99.81 %
664.00 Public Relations & Film	31,132.25	31,000.00	132.25	100.43 %
667.00 Influencer		8,000.00	-8,000.00	
Total 685.00 COMMUNICATIONS	189,059.99	198,015.00	-8,955.01	95.48 %
700.00 CONSUMER/TRADE/LOCAL				
701.00 Registration Fees	39,827.34	34,500.00	5,327.34	115.44 %
702.00 Booth/Displays/Shipping	408.01	0.00	408.01	
703.00 Meetings & Conferences	1,617.92		1,617.92	
704.00 Promotion/Giveaways	8,873.85	3,000.00	5,873.85	295.80 %
712.00 Local Event Donations/Support	10,750.00	10,500.00	250.00	102.38 %
Total 700.00 CONSUMER/TRADE/LOCAL	61,477.12	48,000.00	13,477.12	128.08 %
730.00 FAMS - TRADE & MEDIA				
731.00 Hotel/Meals/Entertainment	19,099.87	12,000.00	7,099.87	159.17 %
Total 730.00 FAMS - TRADE & MEDIA	19,099.87	12,000.00	7,099.87	159.17 %
740.00 INTERNATIONAL OFFICES				

Yosemite Mariposa County Tourism Bureau

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July - December, 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
742.00 Australia	18,466.51	20,843.50	-2,376.99	88.60 %
744.00 Germany	26,072.37	32,000.00	-5,927.63	81.48 %
746.00 United Kingdom	36,005.48	48,000.00	-11,994.52	75.01 %
748.00 Scandinavia	16,500.00	17,000.00	-500.00	97.06 %
Total 740.00 INTERNATIONAL OFFICES	97,044.36	117,843.50	-20,799.14	82.35 %
770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES				
771.00 Travel/Mileage	14,696.45	10,200.00	4,496.45	144.08 %
772.00 Entertainment	4,588.54	1,280.00	3,308.54	358.48 %
Total 770.00 TRAVEL, MEAL, & ENTERTAINMENT EXPENSES	19,284.99	11,480.00	7,804.99	167.99 %
801.00 OPERATIONS EXPENSE				
805.00 Rent/Storage/Maint/Cleaning	33,938.02	13,980.00	19,958.02	242.76 %
810.00 Telephone	4,863.57	5,130.00	-266.43	94.81 %
815.00 Supplies	1,598.76	1,800.00	-201.24	88.82 %
820.00 Equipment/ Software	19,696.19	22,643.00	-2,946.81	86.99 %
825.00 Utilities	3,650.34	3,775.00	-124.66	96.70 %
830.00 Postage	468.29	1,600.00	-1,131.71	29.27 %
840.00 Fees	1,015.00		1,015.00	
845.00 Insurance	1,365.00		1,365.00	
850.00 Accounting/Legal/Public Affairs	3,091.60	9,900.00	-6,808.40	31.23 %
855.00 Memberships/Dues	5,462.66	4,550.00	912.66	120.06 %
860.00 Other/ Misc.	504.05	1,890.00	-1,385.95	26.67 %
865.00 QuickBooks Payments Fees	260.59		260.59	
Total 801.00 OPERATIONS EXPENSE	75,914.07	65,268.00	10,646.07	116.31 %
900.00 SALARY AND BENEFITS EXPENSE		0.00	0.00	
901.00 Salaries & Wages	262,324.12	254,500.00	7,824.12	103.07 %
921.00 Health Insurance	25,255.01	24,300.00	955.01	103.93 %
925.00 Non-Employee	7,050.00	9,000.00	-1,950.00	78.33 %
927.00 Employer Payroll Taxes	18,447.74	21,250.00	-2,802.26	86.81 %
928.00 401(k) Employee Benefit	9,413.97	9,800.00	-386.03	96.06 %
930.00 Workman's Compensation Ins	1,331.15	1,950.00	-618.85	68.26 %
945.00 HR Service - Singlepoint	4,591.60	4,900.00	-308.40	93.71 %
Total 900.00 SALARY AND BENEFITS EXPENSE	328,413.59	325,700.00	2,713.59	100.83 %
Total Expenses	\$1,471,225.65	\$1,510,456.50	\$ -39,230.85	97.40 %
NET OPERATING INCOME	\$334,210.99	\$237,043.50	\$97,167.49	140.99 %
NET INCOME	\$334,210.99	\$237,043.50	\$97,167.49	140.99 %

Yosemite Mariposa County Tourism Bureau

Balance Sheet

As of December 31, 2024

	TOTAL			
	AS OF DEC 31, 2024	AS OF DEC 31, 2023 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
094.00 Premier Valley Bank - ICS 094	249,629.24	249,629.24	0.00	0.00 %
101.00 Premier Valley Bank - General 341	402,399.03	661,874.80	-259,475.77	-39.20 %
103.00 Premier Valley Bank - General 094	1,500.00	1,500.00	0.00	0.00 %
105.00 Premier Valley Bank - ICS 341	562,794.94	441,568.38	121,226.56	27.45 %
Total Bank Accounts	\$1,216,323.21	\$1,354,572.42	\$ -138,249.21	-10.21 %
Accounts Receivable				
120.00 Accounts Receivable (A/R)	24,428.00	20,327.00	4,101.00	20.18 %
Total Accounts Receivable	\$24,428.00	\$20,327.00	\$4,101.00	20.18 %
Other Current Assets				
1451 Investment in Yosemite.com Holding, LLC	28,974.00	28,974.00	0.00	0.00 %
Total Other Current Assets	\$28,974.00	\$28,974.00	\$0.00	0.00 %
Total Current Assets	\$1,269,725.21	\$1,403,873.42	\$ -134,148.21	-9.56 %
Fixed Assets				
202.00 Machinery & Equipment	38,140.29	38,140.29	0.00	0.00 %
212.00 Accumulated Depr.	-33,636.00	-30,237.00	-3,399.00	-11.24 %
Total Fixed Assets	\$4,504.29	\$7,903.29	\$ -3,399.00	-43.01 %
TOTAL ASSETS	\$1,274,229.50	\$1,411,776.71	\$ -137,547.21	-9.74 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
220.00 Accounts Payable (A/P)	152,748.44	51,547.85	101,200.59	196.32 %
Total Accounts Payable	\$152,748.44	\$51,547.85	\$101,200.59	196.32 %
Credit Cards				
948.00 Premier Valley Bank - Jonathan Farrington	2,799.27	481.77	2,317.50	481.04 %
950.00 Premier Valley Bank - Tony McDaniel	1,157.48	2,019.43	-861.95	-42.68 %
951.00 Premier Valley Bank - Craig Polson	262.99	976.83	-713.84	-73.08 %
952.00 Premier Valley Bank - Ellen Bergstone Wasil	1,138.10	997.86	140.24	14.05 %
953.00 Virtual Credit Card Account	18,495.82	8,158.57	10,337.25	126.70 %
954.00 Premier Valley Bank - Aaron Demery	0.00	68.18	-68.18	-100.00 %
Total Credit Cards	\$23,853.66	\$12,702.64	\$11,151.02	87.79 %
Other Current Liabilities				
Due to Yosemite.Com	-600.00	-2,400.00	1,800.00	75.00 %
Total Other Current Liabilities	\$ -600.00	\$ -2,400.00	\$1,800.00	75.00 %
Total Current Liabilities	\$176,002.10	\$61,850.49	\$114,151.61	184.56 %
Total Liabilities	\$176,002.10	\$61,850.49	\$114,151.61	184.56 %

Yosemite Mariposa County Tourism Bureau

Balance Sheet

As of December 31, 2024

	TOTAL			
	AS OF DEC 31, 2024	AS OF DEC 31, 2023 (PY)	CHANGE	% CHANGE
Equity				
32000 Unrestricted Net Assets	743,766.37	905,981.20	-162,214.83	-17.90 %
Net Income	354,461.03	443,945.02	-89,483.99	-20.16 %
Total Equity	\$1,098,227.40	\$1,349,926.22	\$ -251,698.82	-18.65 %
TOTAL LIABILITIES AND EQUITY	\$1,274,229.50	\$1,411,776.71	\$ -137,547.21	-9.74 %

TOT Collections

Month	24/25 Amount	23/24 Amount	22/23 Amount	22/21 Amount	20/21 Amount
July	\$3,355,203	\$2,618,069	\$2,668,401	\$2,437,390	\$1,474,664
August	\$3,018,694	\$3,139,026	\$3,185,465	\$2,014,943	\$1,591,830
September	\$2,790,327	\$3,643,333	\$2,295,871	\$2,072,378	\$790,349
October	\$3,019,695	\$2,881,902	\$1,526,885	\$1,695,708	\$1,327,953
November	\$2,146,493	\$1,653,711	\$2,824,894	\$1,424,078	\$1,166,846
December	\$1,739,506	\$1,921,934	\$888,624	\$1,234,091	\$266,374
January		\$1,296,575	\$1,309,072	\$904,534	\$211,545
February		\$1,525,059	\$1,085,405	\$1,151,736	\$761,434
March		\$943,372	\$829,606	\$1,560,168	\$1,325,065
April		\$1,243,902	\$566,026	\$2,118,945	\$1,851,356
May		\$904,843	\$1,350,234	\$2,373,763	\$2,200,760
June		\$2,630,292	\$1,210,995	\$3,459,225	\$2,787,163
GR TOTAL	\$16,069,919	\$24,402,017	\$19,741,478	\$22,446,959	\$15,755,339

Δ Prior Year (\$8,332,098) \$4,660,539 (\$2,705,481) \$6,691,620

TBID Income History

TBID Collections					
Month	2024-2025	2023-2024	2022-2023	2021-2022	2020-2021
Jul	\$ 419,485	\$ 327,013	\$333,613	\$317,538	\$32,892
Aug	\$ 377,228	\$ 392,210	\$397,427	\$414,194	\$137,534
Sep	\$ 349,537	\$ 455,410	\$ 286,428	\$168,018	\$123,733
Oct	\$ 377,378	\$ 360,764	\$ 191,016	\$278,865	\$86,666
Nov	\$ 268,383	\$ 206,227	\$ 352,331	\$235,735	\$85,361
Dec	\$ 217,532	\$ 240,222	\$ 111,074	\$275,744	\$111,592
Jan	\$ 135,000	\$ 161,989	\$ 163,325	\$92,289	\$44,592
Feb	\$ 146,000	\$ 190,631	\$ 135,453	\$150,243	\$28,312
Mar	\$ 168,000	\$ 117,922	\$ 103,200	\$183,993	\$89,118
Apr	\$ 175,000	\$ 155,468	\$ 70,652	\$114,035	\$156,699
May	\$ 204,000	\$ 113,106	\$ 169,654	\$319,019	\$128,203
Jun	\$ 240,000	\$ 328,750	\$ 150,808	\$175,213	\$251,213
Total	\$3,077,542	\$3,049,712	\$2,464,981	\$ 2,724,886	\$ 1,275,915
Total PY	\$3,049,712	\$2,464,981	\$2,724,886	\$1,275,915	#REF!
Diff	\$27,830	\$584,731	-\$259,905	\$ 1,448,971	#REF!
Forecast					