

NOTICE OF WORKING MEETING
OF THE
YOSEMITE AREA REGIONAL TRANSPORTATION SYSTEM
(YARTS) AUTHORITY ADVISORY COMMITTEE

Wednesday, March 19, 2014 – 10:30 a.m.
Merced County Association of Governments
Front Conference Room
369 W. 18th Street
Merced, California
(209) 723-3153

**THIS WORKING MEETING WILL BE CONDUCTED BY
VIDEOCONFERENCE
AT THE FOLLOWING LOCATION:
SIERRA CENTER MALL
BOARD OF SUPERVISORS CONFERENCE ROOM, THIRD FLOOR
452 OLD MAMMOTH ROAD, MAMMOTH LAKES, CA
MEMBERS OF THE YOSEMITE AREA REGIONAL
TRANSPORTATION SYSTEM AUTHORITY ADVISORY
COMMITTEE AND MEMBERS OF THE PUBLIC MAY ATTEND
AND PARTICIPATE IN THE MEETING AT THE
VIDEOCONFERENCE LOCATION. MEMBERS OF THE PUBLIC
APPEARING AT A VIDEOCONFERENCE LOCATION WILL BE
PROVIDED AN OPPORTUNITY TO ADDRESS THE LEGISLATIVE
BODY DIRECTLY AS PROVIDED BY LAW.**

1. INTRODUCTIONS
2. PUBLIC COMMENT

**PERSONS WISHING TO COMMENT ON ANY ITEM NOT ON THE AGENDA MAY DO
SO AT THIS TIME. PLEASE LIMIT YOUR COMMENTS TO A MAXIMUM OF FIVE
MINUTES PER PERSON. STATING YOUR NAME FOR THE RECORD IS OPTIONAL,
BUT USEFUL IN ACTING ON COMMENTS AND REQUESTS. FOR ITEMS NOT ON
THE AGENDA, NO ACTION WILL BE TAKEN AT THIS TIME.**

THE PUBLIC IS INVITED TO SPEAK ON ANY ITEM ON THE AGENDA.

**PERSONS WISHING TO COMMENT ON ITEMS LISTED ON THE AGENDA MAY DO
SO WHEN THE COMMITTEE CONSIDERS THAT ITEM. THE CHAIRPERSON WILL
CALL FOR COMMENTS FOLLOWING STAFF INTRODUCTION OF THE ITEM AND
QUESTIONS BY COMMITTEE MEMBERS HAVE BEEN DISCUSSED.**

COPIES OF STAFF REPORTS OR OTHER WRITTEN DOCUMENTATION RELATING TO ITEMS OF BUSINESS REFERRED TO ON THE AGENDA ARE ON FILE IN THE OFFICE OF MERCED COUNTY ASSOCIATION OF GOVERNMENTS. PERSONS WITH QUESTIONS CONCERNING AGENDA ITEMS MAY CALL MCAG TO INQUIRE ON THE NATURE OF THE ITEM DESCRIBED ON THE AGENDA.

ITEM

STAFF

3. March Workshop Meeting

** Action*

Attachment

+ Enclosure

MEMORANDUM

DATE: MARCH 13, 2014

TO: YARTS AUTHORITY ADVISORY COMMITTEE

FROM: DICK WHITTINGTON, YARTS TRANSIT MANAGER

**RE: WORKSHOP MEETING – MARCH 19, 2014 – 10:30 AM MCAG
FRONT CONFERENCE ROOM AND MONO COUNTY BOARD OF
SUPERVISOR’S CONFERENCE ROOM**

At your meeting scheduled for March 19, 2014 your Chair has selected two subjects for the Authority Advisory Committee to discuss:

1. Expansion on Hwy 41 – Fresno to Yosemite, an update on what has taken place since your last meeting.
2. An update on marketing, with a focus on social media, the web site remodel and ticket sales on line.

The Chair has given you all a little homework; please visit the current YARTS web site (yarts.com) and make notes on what you like and don’t like; what you would like to see improved or changed.

The same homework applies to social media. YARTS now has a brand new social media presence and you can take a look at the VERY preliminary sites at:

Facebook page: <http://www.facebook.com/rideyarts>
Twitter page: <http://www.twitter.com/rideyarts>

Primary effort right now is on Facebook and Twitter, but others could follow as we learn our way and find out what works well for YARTS and what doesn’t. Your ideas are welcome.

It appears that we are going to have to go out with a Request for Proposals (RFP) to identify a company that will sell the YARTS tickets on-line. If you have any names or suggestions of businesses you know which might be capable of filling this need, please bring the information to the meeting.

Please RSVP to Robin your intention to attend the meeting or not. robin.lamas@mcagov.org or 209-723-3153 ext. 301