



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
Board of Directors Meeting Minutes  
May 21, 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  
Donna Nassar – Board Secretary  
MaryAnn Huff – Northern Mariposa County  
Victoria Imrie – Yosemite Zipline & Adventure Ranch  
Ron Halcrow – Yosemite Plaisance Bed & Breakfast  
Candy O’donel Browne - Community Member  
Dan Lyle – Tenaya Lodge at Yosemite

**Advisors on the Conference Call Line:**

Scott Feister – Mariposa County Chamber of Commerce and Visitor Center  
Marshall Long - Mariposa County Supervisors – Came in later

**YMCTB Staff:**

Jonathan Farrington – Executive Director  
Craig Polson – Social Media & Content Curator  
Tony McDaniel – Communications Manager  
Ellen Bergstone Wasil – Marketing Creative Manager

**Visitors Present: - On the call**

Michelle Rodriguez – 360 View PR  
Jennifer Sweeney - 360 View PR

**CALL TO ORDER:**

The meeting was called to order at 1:32 pm by Kevin Shelton.

**SELF-INTRODUCTIONS BY THOSE IN ATTENDANCE**

Roll call for Board Members was made



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**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**

Yosemite National Park update

- No representative from the Park was at the meeting.
- Jonathan sent out the Park reopening plans on Monday of that week.
- There was a public presentation with the Gateways and the Park and they presented a re-opening plan.
- Jonathan shared the plan on the zoom screen.
- The information was also sent out to the constituents database.
- Kevin explained that the park restrictions will drastically affect lodging.

Comments:

- Doug Shaw – He questions the numbers that the Park has provided for the limitations of visitors. It will make it harder for lodging will survive this summer. The biggest concern is the smaller properties and also the guest prospective.
- Jonathan commented that Tioga will be open to access to the other side only.
- He will be joining the YARTS meeting regarding the start of the Summer Schedule.
- He will suggest that they start earlier. They will limit passengers to 22 instead of 40.
- He will encourage them to have a reservation system that start and end time for the passenger
- Doug – Asked about the 10 passenger vans. Do they have to be professional? Does anyone know of any companies in the area? Jonathan hasn't researched 10 passenger but had spoken with Discover Tours.
- Donna Nassar said that her brother in law works for Crossroads Tours in Oakhurst. JF will check into that



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**Mariposa County Chamber of Commerce update – Scott Feister**

- Scott Feister reported that the Chamber has been busy preparing for phase 3. A lot of visitors are coming into Visitor Center. The Center is planning to open a week before phase 3.
- He has been meeting one on one with business owners and offering innovative techniques online and recovery funding options and exit plans. They are also providing support to businesses for websites and working with an outside agency to build tool kits for website and social media
- Scott has also been a member of the Recovery Team working with the Tourism and Lodging Sector to make sure they have all of the information regarding COVID 19
- Did a survey and received 120 responses of mostly lodging.

Questions/comments

- Jonathan thanked Scott for leading the Recovery team.
- Doug would like to see the survey results – Goal to have available Monday

**Mariposa County Update – Mariposa County Supervisors**

- There were no Supervisors in attendance.
- Kevin Shelton announced that there is Free testing available in the County and to take advantage it. If it is not used it will be taken away.
- Jonathan said the Dr Sergeinko and team has done a great job communicating updates regarding the virus.
- Jonathan said that The Tourism Office is getting ready to open.
- Stage 2.5 at this time.
- Marshall joined the meeting late. Here are his comments.
  - The County is reacting as quickly as possible with updates from the Governor regarding stages of opening for COVID 19. They have been conducting special meetings regarding the subject.
  - The County is dealing with budget issues from the decrease in TOT tax.
  - They are hoping to get YNP opened soon.
  - Marshall says he prays that there is no fires this summer. Keep calm – Mariposa always pulls through!.



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**2020-2021 Budget Presentation**

- Jonathan showed the budget spreadsheet (see attached) that was presented at the March 19<sup>th</sup> meeting.
- The spreadsheet shows a high and low budget model based on how the revenues will be affected due to COVID 19.
- Jonathan is asking the Board to approve both the high and low budget model to be able to have a range to work with and to not have to address the Board for any future changes.

Questions/comments

- Kevin Shelton said that he feels comfortable that we have a reserve and that in the budget meetings that he has attended he feels confident is this budget model.
- Based on this presentation this item will be voted on in the Action Matters below.
- Action item to come back to down below.

**Treasurer's Report – Presented by Douglas Shaw**

Below are the comments made by Doug for each Report

Balance Sheet compared to Previous Year

- YMCTB is 20% over than last year in income
- Yos.com always the same nothing has changed

Budget Vs Actuals (year over year) End date April 30,2020

- BID income – it includes that first two weeks of the pandemic
- TBID over budget – 25% increase - We were having a good fiscal year? It will be interesting to see what the rest of the year will look like
- Advertising/Marketing – 91% of budget
- Communications – 104% spot on. Put more money into website
- Consumer/Trade Local – 66% - spent less due to cancellations of evernts
- International Marketing – 88% of Budget – Invoices haven't been submitted
- Travel/ - 100% - There will be no more travel
- Operations – Equipment costs were up due to bringing creative in house.
- Salary – 97% of budget. This reflects bringing one more staff member.



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**Executive Director Marketing Update – Jonathan Farrington**

Jonathan put the Marketing Update on the screen to share with the group. He wished Douglas Shaw Happy Birthday and thanked him for spending his birthday with us.

Highlights included:

- Staff has been working remotely for the last couple month. They have been staying connected with two Zoom meetings each day, one in the morning and one at the end of the day.
- Staff has spent 1000 of hours building a Spring and early summer campaign and then it all changed and they switched gears to build a recovery campaign.
- Jonathan welcomed Ellen Bergstone Wasil as the new Marketing Creative Manager replacing David Braucher at the beginning of March.
- Working with our partners on a recovery brief, Noble Studios have been outstanding and has saved us staff time on the creation of digital marketing.
- The focus for the recovery campaign is on CA market.
- Augustine has a diminished role but has worked diligently with us on stopping media due to COVID.
- Marketing Plan – Ellen has been spear heading this project and also has served as an on-boarding element for her
- The international offices have been giving weekly updates for their prospective countries. Even though they have lost clients they have given us extra attention through this. especially with media and public relations. Most We are keeping track. Most of the international travelers still want to travel and are ready and have postponed their trips. International airlines have been hit harder than US carriers. We are not going to focus on international this year. We will spend money for 2021.
- Website
  - Showed April stats on the website and it was down from prior year from the presentation:
  - Have hit our 2.2 million session goal.
  - Huge visitation to the web cams and virtual tours
  - Great numbers for international
  - KPI – Lodging referrals – 94% of the goal for April. These numbers don't reflect the Booking Engine.



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360 View PR

Michelle – Capitalized on our destination as what some people will be looking for.

Website Content – We have grown in the content for the website and getting a lot of attention.  
We will proc

Videos –

Mariposa Gold – Focus on history

Modern Day Pioneers - Moving away from activities and focusing on people who are special and interesting stories.

Newsletters – focus on updates to local businesses. Redesigned the headers

Comments Regarding Presentation:

- Marshall Long - Thank you and appreciate the flexibility of the Bureau for there efforts.
- Douglas – Said that the effort looks good and he likes the presentation.
- Kevin Shelton – Thank you the team and looking forward to the success of your efforts.

**ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA**

- Approval of meeting minutes for March 19, 2020 Board Meeting

Motioned by: Victoria Imrie

Seconded by: Douglas Shaw

All in favor – Affirmative – Motion passes

- Consideration and approval of proposed 2020/2021 Budget

Motioned by: Christian Mueller

Seconded by: Ron Halcrow

**CLOSED SESSION**

None



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**ITEMS TO REPORT FROM CLOSED SESSION**

None

**COMMENTS FROM BOARD AND STAFF**

None

**ADJOURNMENT - 3:15 PM**