



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
August 20, 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
Candy O’Donel Browne - Community Member
Dan Lyle – Tenaya Lodge at Yosemite
Kim Brisack – Coulter Café & Vacation Rental Owner

Board Members not in Attendance.

Jeff Bray – Aramark Yosemite Hospitality
Ron Halcrow – Yosemite Plaisance Bed & Breakfast

Marketing Committee Members in Attendance

Emerald Wong – AutoCamp Yosemite

Advisors on the Conference Call Line:

Marshall Long - Mariposa County Supervisors
Miles Menetrey – Mariposa County Supervisors

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

Jason Brannon – Auto Camp
Jeff Shaw – Chamber of Commerce
Danee – Vacation Rental Owner
Roger Biery
Noble Studios Staff Members – Britni, Erin, Jared,



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
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August 20, 2020

CALL TO ORDER:

The meeting was called to order at 1:30 pm by Kevin Shelton.

SELF-INTRODUCTIONS BY THOSE IN ATTENDANCE

Roll call for Board Members was made

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.

- Roger Biery – Roger spoke about Measure N that will be on the ballot in November. The measure is proposing to increase the sales tax for a bond to bring John C Fremont Hospital up to earthquake safety. He is asking the Tourism Bureau to support this measure. Jonathan explained that we will help with communication to the local population.
- Dr Sergienko and Joe Lynch - County Health Department regarding updates on COVID 19 restrictions relating to tourism. Dr. Sergienko announced that they are changing the 24 hour hold in hotels and multiple room lodging to a 3-hour hold. Jonathan asked if vacation rental complexes will be able to take advantage of this and he said yes. Individual vacation rentals will have to adhere to the 24-hour hold. Douglas Shaw asked about the status of restaurants for the winter. He replied that he is talking with the state to come up with a solution before the weather changes.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park update

- There was no representative at this meeting to report.



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
August 20, 2020

Mariposa County Chamber of Commerce update - Jeff Shaw, Chamber Chair/President

- Jeff Shaw, the Chairman of Chamber and Visitor Center reported that the Chamber and visitor center is working with the county regarding the budget cuts. The Board of the Chamber is taking an active roll in managing the Visitor Center staff in the absence of a Director. The Chamber is working with local businesses on the recovery. Jeff mentioned the new 7th Street Pavilion and that it will hopefully help the restaurants.

Mariposa County Update – County Supervisors

- The Board of Supervisors chambers has been open since June 9th with social distancing in place. TOT income has drastically been reduced and the County budget has taken a hit. Public meetings will take place the 1st week of September. The BOS did approve the 7th Street Pavilion and hope that it helps the local restaurants. The BOS does support Measure N. Marshall Long has contracted COVID 19 to the next couple BOS meetings will be held virtually with the ability for people to call in with public comments.

Treasurer’s Report – Douglas Shaw

- Douglas presented the financial statements to the board. A lengthy description of the financials reports was given and there were not any questions or comments from the Board..

Discuss/review County notification not to expect renewal of the YMCTB contract and additional emergency budget reductions adjusting the prior approved budget. Review TBID and Annual Report process

- Dallin Kimble contacted Jonathan on July 16 to inform him that YMCTB should prepare to not receive funding from the County for 2020-2021. Jonathan showed a document summarizes the conversation.
- Jonathan would like to publicly squelch the rumor that YMCTB is wanting to take over the Visitor Center. This is NOT true and just a rumor.
- Jonathan presented a document showing the budget cuts due to the loss of County funding. Some of those include reduction in digital advertising, a cut in representation



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Board of Directors Meeting Minutes
August 20, 2020

in Scandinavia, local donation, a reduction request rent, office cleaning to name a few. “We have had to cut to the bone and now into the bone”. Said Jonathan.

Overview of 2020/2021 Marketing Plan document. Presentation of the plan to take place at the October Board Meeting.

2019/2020 Year-end marketing presentation (one hour) Possible move to end of action matters at the direction of Chair.

Jonathan spoke to the PowerPoint presentation – Attached in packet

Highlights Included:

- 100 Things to Do – A long term project and YMCTB needs the Board’s help in adding more things to do.
- Special Offers – “It took a pandemic to make this happen” said Jonathan. There are currently about 16 offers on the website. To date the website has seen 17,000 views to this page.
- Social Media Highlights:
 - Facebook - Yosemite Nation Facebook page has surpassed 100,000 followers in the last few months.
 - Facebook – The YMCTB spiked in followers when the park re-opened.
 - Instagram has shown a lot of growth over 10,000 followers in the last year with a total of 35.7 to date.
 - Pinterest is a new project for YMCTB and has shown a close but steady growth.
 - Twitter has been a challenge showing a loss of 700 followers in the last year. We will continue to work with them.
- Jonathan sent out the Marketing Plan document and asked the Board to look at it.
- Yosemite.com Website added a re-direct booking engine through the company called BookDirect this year at is has shown phenomenal results.
- Video - Craig and Tony working with Noble Studios. Want to increase our followers on You Tube. We have created
 - Mariposa Moments – Beautiful imagery, no copy just sounds
 - Mariposa Gold – Features historic topics and filmed at the museum
 - Modern Day Pioneers – Focus on people in Mariposa, how they got here and why they are successful.



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
August 20, 2020

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

Approval of minutes from, May 21, 2020 Board of Directors Meeting

Motioned by MaryAnn Huff
Seconded by Dan Lyle
All in favor voted yes

Approval of resignation of Scott Feister as Advisor

Motioned by Kim Brisack
Seconded by: Donna Nassar
All in favor voted yes

Approval of resignation of Jeff Bray as Board of Director – Replacement Lisa Cesaro

Motioned by: Candy O’Donell Browne
Seconded by Doug Shaw
All in favor voted yes

Nomination and election of Officers for 2020-2021

Motioned by Mary Ann Huff
Seconded by: Candy O’Donell Browne

The Board has decided to keep the following officers
Chair - Kevin Shelton
Vice Chair – Christian Mueller
Treasurer – Doug Shaw
Secretary - Donna Nassar

Nominations and election for one new member of the YMCTB Board.

Jason Brannan from Auto Camp was nominated to join the Board

Motioned by Mary Ann Huff



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
August 20, 2020

Seconded by Christian Mueller
All in favor voted yes

Nominations “New” Marketing Committee Members and election 2020-2021

Motioned by: Candy O’Donel Browne
Seconded by: Donna Nassar
All in favor voted yes

Consideration and nomination and the election of Advisors for 2020-2021

Motioned by: Candy O’Donel Browne
Seconded by: Donna Nassar
All in favor voted yes

Approval and the election of standing committees and their members (HR and Donations Committees)

Motioned by: Candy O’Donel Browne
Seconded by: Donna Nassar
All in favor voted yes

Approve meeting schedule for 2020/2021

Motioned by MaryAnn Huff
Seconded by Douglas Shaw
All in favor voted yes

Consider/Approve an increase in vacation accrual limit currently at state minimum of 1.5X annually to 2.0X or 2.5X. A motion was made in favor of a 2.0% increase.

Motioned by Kim Brisack
Seconded by Christian Mueller
All in favor voted yes

Motion to schedule a public meeting to discuss the increase in TBID and conduct a survey and then re-convene in a “Special Meeting”. Of the board on September 2nd at 1:30 pm

Motioned by Kim Brisack



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
August 20, 2020

Seconded by Christian Mueller
All in favor voted yes

CLOSED SESSION

No reporting is made for closed session

ITEMS TO REPORT FROM CLOSED SESSION

None

COMMENTS FROM BOARD AND STAFF

None

ADJOURNMENT - 3:15 PM