



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
March 18, 2021

In Attendance:

This meeting was held virtually via Zoom or call-in meeting only due to COVID-19.

Directors in attendance:

Kevin Shelton – Yosemite Resorts
Douglas Shaw – Yosemite Bug Rustic
Mountain Resort
Victoria Imrie – Yosemite Zipline &
Adventure Ranch
Ron Halcrow – Yosemite Plaisance Bed &
Breakfast
Kim Brisack – Big Table Ranch and Coulter
Café

Christian Mueller – The Redwoods
Candy O’Donel Browne
Donna Nassar – Secretary
Jason Brannon – AutoCamp Yosemite
MaryAnn Huff – Northern Mariposa County
Lisa Cesaro - Yosemite Hospitality
Gautam Patel – Foothills Hospitality

Board Members not in attendance

Dan Lyle – Tenaya Lodge at Yosemite

Advisors in attendance:

Rosemarie Smallcombe - Mariposa County Board of Supervisors
Wayne Forsythe – Mariposa County Board of Supervisors

YMCTB Staff in attendance:

Jonathan Farrington – Executive Director
Julie Hadzega – Travel Trade & Operations
Manager
Craig Polson – Social Media & Content
Curator

Ellen Bergstone Wasil – Marketing Creative
Manager
Tony McDaniel, Communications Manager
(joined during the meeting)

Visitors Present: - in attendance

Jared Lopiccolo – Noble Studios
Jennifer Sweeney – 360 View PR
Erin Stiehler – Noble Studios

CALL TO ORDER:

- The meeting was called to order at 1:31 pm by Kevin Shelton.



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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.

- None

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update – Lisa Cesaro

- Yosemite Hospitality is following Mariposa County COVID-19 protocols as well as their own.
- Not doing shared housing due to COVID-19.
- Updated landing page on the website
- Closed for the season - Tuolumne Meadows Lodge, High Sierra Camps are closed. Housekeeping Camp will open 50%,
- Yosemite Mountaineering school will open.
- Tuolumne Meadows Grill will open.
- Curry Village dining facilities have been remodeled.
- Coffee Corner will open.

Mariposa County Board of Supervisors Update - Rosemarie Smallcombe

Highway 140 Ferguson Slide Project

- The project will start up again in May of 2021 with the removal of rock and debris.
- Cal Trans will conduct town hall meetings regarding the project in April in El Portal and Midpines.
- The main construction is scheduled to start in the spring of 2022.

Wayne Forsythe commented on the following:

- Thank you for inviting him to the meeting.



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- Yosemite Gateway Partners Meeting is scheduled for April 8th.
- The Park is supposed to present their plans for the summer at this meeting.
- Road Improvements
 - Triangle Road will be renovated this summer.
 - Darrah bridge replacement project starts in May for 10 months.
 - Sidewalks in downtown- underground and surface – a 1-year project
 - MES/School connectivity project walkways,
 - Crosswalk project – Embedding lighting will begin in summer/early fall 8 months, one lane, work done in the evenings.
 - The Cathey’s Valley projects with start in the summer of 2023
 - Mariposa Creek Parkway project with start this summer for 9 months removing vegetation and walkways and move homeless who live there, some have chosen to go to shelters.

Mariposa County Chamber of Commerce Update

- No representative was in attendance.
- Jonathan announced that Carol is retiring, and he is continuing to help with the visitor center project and helping them with job descriptions to hire a new manager and staff.

Treasurer’s Report

- Douglas Shaw made an in-depth report. Details can be found in the Zoom recording posted on Yosemite.com.

Partner Updates

- Noble Studios – Updated included in ED update.
- 360 View PR - Jennifer Sweeney
 - Working on Press Trip for a representative from Forbes,
 - Focusing on press trips
 - It is always important to share information on anything new and exciting.



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Executive Director Update

Highlights Include:

- The budget timeline & Marketing Committee Review is included in the packet for this meeting. Jonathan has been working on a draft budget for 2 months. It is difficult to know what the revenue will be. The TBID increase will help somewhat, but due to closures in the park in February as an example, the increase has no impact. We need to restore some of the funding from the County.
- The draft budget will be presented to the marketing committee for review and then for approval at the May 20th meeting.
- A meeting with the Human Resources Committee will be held in early May to review performance and salary recommendations.
- Please read the emailed monthly board updates that are going to just the Board of Directors, committee members and advisors.
- When looking at the financial reports YTD, it's vital to remember YMCTB carried and consumed \$174K from PY for digital and SEM. Spend to income is <\$400K>
- PPP Loan application won/approved \$68,345.00.
- Media FAM Trips returning, most are requiring added funding and many weekend requests (FAM = Expense covered trip)
- American Airlines adding new lift – direct from ORD – Chicago to FAT – Fresno. Southwest has added a new service after an absence of 12 years. YMCTB will be encouraging the use of FAT as a less congested alternative for CA or Domestic flights
- Adding Expedia and new native media insertions with SF Gate to increase Spring visitation. Radio in the SF Bay Area is running now.
- The budget is holding up. Spending was reduced or paused again during February due to the last-minute reservations system added by the NPS.
- Requested a meeting with Superintendent Muldoon and DMO leaders to discuss summer park operations plans.
- Yosemite.com 3.0 - budget planning.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of minutes from January 21, 2021 Board Meeting.

Motioned by Kim Brisack
Seconded by Jason Brannon
All in favor - yes



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CLOSED SESSION

None

ITEMS TO REPORT FROM CLOSED SESSION

None

COMMENTS FROM BOARD AND STAFF

None

ADJOURNMENT – 3:38 PM