YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
August 19, 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
Victoria Imrie
Ron Halcrow – Yosemite Plaisance Bed & Breakfast
Christian Mueller – The Redwoods
MaryAnn Huff – Northern Mariposa County
Candy O’Donel Browne
Donna Nassar – Secretary
Lisa Cesaro - Yosemite Hospitality
Gautam Patel – Foothills Hospitality
Douglas Shaw – Yosemite Bug Rustic Mountain Resort

Board Members not in attendance
Kim Brisack – Big Table Ranch and Coulter Café
Jason Brannan – AutoCamp Yosemite

Advisors in attendance:
Rosemarie Smallcombe - Mariposa County Board of Supervisors
Scott Gediman – Yosemite National Park

YMCTB Staff in attendance:
Jonathan Farrington – CEO/Executive Director
Julie Haddega – Travel Trade & Operations Manager
Ellen Bergstone Wasil – Director of Marketing Creative Manager
Tony McDaniel, Director of Communications

Visitors Present: - in attendance
Jared Lopiccoli - Noble Studios
Jennifer Sweeney – 360 View PR
Brett Archer – The Tenaya Lodge

CALL TO ORDER:

- The meeting was called to order at 1:32 pm by Kevin Shelton.
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 acting on any subject presented that is not on the agenda.

- MaryAnn announced that they are going forth with the revised version of the Coyote Fest

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update – Scott Gediman

- NPS has announced that a new Director has been nominated. Cannot release name until approved by Washington D.C.
- Masks are required in all Federal buildings and crowded outdoor spaces.
- Testing and vaccination information will be coming out soon.
- The reservation system is scheduled to end on 9/30/21. Scott gave kudos to the YMCTB staff for their effort in communicating.
- Free Day – August 25th
- Construction projects are still on track in the Park.
- Fire situation is good, 53 fires near the area but most are out. Fire season is still yet to come in the next two months.
  - Doug asked if the reservation system will end for good. Scott said he doesn’t know

Mariposa County Chamber of Commerce Update

- Gabe Edwards was not at the meeting. Jonathan Farrington is an advisor on the Chamber board and made the following comments:
- Car Show will happen in October.
- The staff is re-energized with aa-new Operations Manager Jacob Hawley.
- The Made in Mariposa program may or may not continue at the Visitor Center.

Mariposa County Board of Supervisors Update – Rosemarie Smallcombe

BOS standpoint – Measures to reduce the spread of COVID.
The BOS approved The Creative Placemaking Strategy. Lays out ideas and strategies for art in our community.
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Kevin asked about the COVID measures

Partner Comments or Updates

Jared Lopoccilo – Noble Studios– seeing cancellations in DMOs and Reno Airport due to the Delta variant. Telling partners that while there is still demand, hold back on spend. Clients had a great summer. Safety in travel. Clients focusing on marketing infrastructure.

Jennifer Sweeney - 360 View PR
There is a lot of enthusiasm about travel, but it is still tentative

Agenda Items

TOT/TBID & Income Review
  • Jonathan brought to the attention that the TOT has maintained strong
Treasurer’s Report
  • Full report can be heard on the Zoom recording.
Executive Director Update & Marketing Update
  • See presentation for full report.
County Funding and Contract
  • County has informed us that they will fund YMCTB the small $50,000 amount (8% of normal)
JF will meet with Dallin

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

Approval of minutes from May 20, 2021 Board Meeting
  Motioned By: Maryann Huff
  Seconded By: Ron Halcrow
  Roll Call – Motion Passes

Approval of resignation of Dan Lyle as Board of Director and approve replacement Brett Archer
  Motioned By: Candy O’Donel Brown
  Seconded By: Donna Nassar
  Roll Call – Motion Passes

Nomination and election of Officers for 2021-2022
Motion: To accept the current slate of officers for one more year.

Motioned By: MaryAnn Huff
Seconded By: Candy O’Donel Browne
Roll Call – Motion Passes

Nominations for Marketing Committee Members and election 2021-2022

Motion: To approve the existing members and add Nia Huerta from Delaware North.

Motioned By: Candy O’Donel Browne
Seconded By: Lisa Cesaro
Roll Call – Motion Passes

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

Motion: To Approve the Donations Committee and nomination and election 2021-2022. Need one more member for Donations Committee – Ron and Brett were nominated.

Yuli
Victoria
Ron
Brett

Motioned By: MaryAnn Huff
Seconded By: Christian Mueller
Roll Call – Motion Passes

Nomination and the election of Advisors for 2021-2022

Motion to: To approve the current slate of Advisors

Motioned By: Candy O’Donel Browne
Seconded By: Victoria Imrie
Roll Call – Motion Passes

Approve BOD meeting schedule for 2021-2022
Motion to approve the dates of Board Meetings for 2022

- Motioned By: Donna Nassar
- Seconded By: Ron Halcrow
- Roll Call – Motion Passes

CLOSED SESSION

Approve closed session Executive Director performance evaluation & compensation

- Motioned By:
- Seconded By:
- Roll Call – All in favor

ITEMS TO REPORT FROM CLOSED SESSION

COMMENTS FROM BOARD AND STAFF

- None

ADJOURNMENT – 4:10 PM