



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 Hadzega – 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.



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**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 25<sup>th</sup>
- 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



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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



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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**