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

Directors Present:
Kevin Shelton – Yosemite Resorts
Christian Mueller - The Redwoods in Yosemite
Douglas Shaw – Yosemite Bug Rustic Mountain Resort
Lisa Cesaro – Yosemite Hospitality
Donna Nassar – Board Secretary
Brett Archer– Delaware North – Tenaya Lodge
MaryAnn Huff – Northern Mariposa County
Victoria Imrie – Yosemite Zipline & Adventure Ranch
Kim Brisack – Coulter Café and Vacation Rental
Candy O’Donel Browne – Community Member
Ron Halcrow – Yosemite Plaisance Bed & Breakfast
Jason Brannan – Autocamp

Board Member not in attendance:
Gautam patel – Foothills Hospitality

Advisors Present:
Rosemarie Smallcomb – Mariposa County Board of Supervisors

YMCTB Staff in attendance:
Jonathan Farrington – Executive Director/CEO
Tony McDaniel – Director of Communications
Ellen Bergstone Wasil – Director of Marketing & Creative
Aaron Demery – Operations Manager
Craig Polson – Social Media Content Curator

Visitors in attendance:
Jenifer Sweeny – 360 View PR
Jarrod Lopiccolo – Noble Studios
Danni Winter – Noble Studios
Erin Stiehler – Noble Studios
Jacob Hawley – Mariposa Visitors Center
CALL TO ORDER:

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

SELF-INTRODUCTION 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 taking action on any subject presented that is not on the agenda.

Jonathan Farrington – Executive Director/CEO YMCTB
- Welcome Aaron Demery to the YMCTB.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update - Lisa Cesaro – Yosemite Hospitality
- Shuttles in the park are in service.
- Tuolumne store to reopen.

Chamber Update - Jacob Hawley – Mariposa Visitors Center
- Retail is up even though foot traffic is down.
- Goal to have more people coming through.
- Focus on “Made in Mariposa” retail brand sales.

Mariposa County Board of Supervisor Update – Rosemarie Smallcombe / Wayne Forsythe
- Currently redistricting after the 2020 Census.
- TOT was high enough for the county to hire more sheriffs and staff that are needed.
- Planning Mural Project with Cal Trans, 6 Murals total.
- Mariposa Creek maintaining speed.
- Currently in talks to take steps toward more housing in Mariposa.

Partner Comments or Updates

Noble Studios – Erin Stiehler and Danni Winter
- Still seeing intent towards domestic travel.
- International travel restrictions still in place.
Special Offers still very strong  
Increase in engagement 4% increase over all traffic KPI.  
International traffic at 69% goal was 50%.

360 View PR – Jennifer Sweeney  
- A small hesitancy shift in travel mindset.  
- Writer coming for Tenaya/Badger Pass Story.  
- Request to seen anything remotely Newsworthy.

Treasurer’s Report – Douglas Shaw  
- Full report can be heard on the Zoom recording.

Executive Directors Update & Marketing Update – YMCTB Staff  
- See presentation for full report.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

Approval of minutes from October 21, 2021 Board Meeting

    Motioned By: Brett Archer  
    Seconded By: Ron Halcrow  
    Roll Call – Motion Passes

Approval of new website Action Plan

    Motioned By: Kim Brisack  
    Seconded By: Donna Nassar  
    Roll Call – Motion Passes

COMMENTS FROM BOARD AND STAFF

- None

ADJOURNMENT – 3:41 PM