



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
Board of Directors Meeting Minutes  
May 19, 2022

**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  
Brett Archer– Delaware North – Tenaya Lodge  
Kim Brisack – Coulter Café and Vacation Rental  
Candy O’Donel Browne – Community Member  
MaryAnn Huff – Northern Mariposa County  
Ron Halcrow – Yosemite Plaisance Bed & Breakfast

**Board Member not in attendance:**

Donna Nassar – Board Secretary  
Victoria Imrie – Yosemite Zipline & Adventure Ranch  
Jason Brannan – Autocamp  
Gautam patel – Foothills Hospitality

**Advisors Present:**

Wayne Forsyth – Mariposa County Board of Supervisors  
Scott Gediman – National Park Service

**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:**

Scott Randall- AutoCamp Yosemite

**CALL TO ORDER:**

- The meeting was called to order at 1:35 PM by Kevin Shelton

**SELF-INTRODUCTION BY THOSE IN ATTENDANCE**



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
Board of Directors Meeting Minutes  
May 19, 2022

**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.

**INFORMATION AND PRESENTATION MATTERS**

**Yosemite National Park Update – Scott Gediman**

- Peak Hours Reservation System begins tomorrow, working on messaging, still a lot of reservations left, striving to get the reservation system to be a success. Wanting to get the word out we are not accepting cash at gates.
- Dry Year, falls will not last long.
- Fire in Yosemite Valley, caused by a dropped cigarette
- National trails day, June 4<sup>th</sup>
- Lisa Cesaro replacement is Chelsea Layman
- Yosemite Hospitality wants to be more invested in the community

**Mariposa County Board of Supervisor Update –Wayne Forsythe**

- Crosswalks still being updated
- Lights are up but no power until June
- Cal Trans working on 140 this time next year
- July 5<sup>th</sup>, will be the Open of 42 apartment units

Scott Gediman asked question about Fergusson bridge and Cal Trans

**Treasurer’s Report – Douglas Shaw**

- Full report can be heard on the Zoom recording.

**Partner Comments or Updates**

- None

**Executive Directors Update & Marketing Update – YMCTB Staff**

- See presentation for full report.

**ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA**

Resignation of Jason Brennon from the Board of Directors and replace with Scott Randall



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
Board of Directors Meeting Minutes  
May 19, 2022

Motioned By: Candy O'Donel Brown  
Seconded By: Kim Brisack  
Roll Call: Motion Passes

Approval of minutes from March 17<sup>th</sup> Board Meeting

Motioned By: Kim Brisack  
Seconded By: Brett Archer  
Roll Call: Motion Passes

Approval for TBID Sunset 1.5% removal

Discussion: Jonathan Explains and answers questions (Conversation can be seen on presentation video)

Motioned By: Kim Brisack  
Seconded By: Christian Mueller  
Roll Call: Motion Passes

Approval of 22/23 Budget

Motioned By: Kim Brisack  
Seconded By: Candy O'Donel Brown  
Roll Call: Motion Passes

Approval for Executive Director to have the ability to increase the or decrease the budget based off income and spend without having to consult the board.

Discussion (Conversation can be seen on presentation video)

Motioned By: MaryAnn Huff  
Seconded By: Candy O'Donel Brown  
Roll Call: Motion Passes

**ENTER CLOSED SESSION – 3:22 PM**