YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
August 18, 2022

In Attendance:
This meeting was as a combination of in person and virtually via Zoom or call-in meeting only due to COVID-19

Directors Present:
Kevin Shelton – Yosemite Resorts
Christian Mueller - The Redwoods in Yosemite
Scott Randall – Autocamp Yosemite
Brett Archer– Delaware North – Tenaya Lodge
Donna Nassar – Community Member
Candy O’Donel Browne – Community Member
MaryAnn Huff – Northern Mariposa County
Ron Halcrow – Yosemite Plaisance Bed & Breakfast

Board Member not in attendance:
Douglas Shaw – Board Treasurer
Victoria Imrie – Yosemite Zipline & Adventure Ranch
Kim Brisack - Coulter Café and Vacation Rental
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:
Michelle Rodriguez
Danni Winters
Jarrod Lopico

CALL TO ORDER:

• The meeting was called to order at 1:36 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.

MaryAnn Huff – Reminder about Coyote Fest

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update – None

Mariposa County Board of Supervisor Update – Rosemarie Smallcombe

• Cal Trans grants for funding for at least 2 murals
• County has hired new contractor to help with Designs
• Start of 5-year project for roads beginning in October
• Information about Oak fire and displaced residents

Question from Kevin Shelton – How many of the destroyed residences were vacation rentals?
Answer Marie Smallcombe – She did not know that amount and would try to find out.

Partner Comments or Updates
• Danni Winter Noble Studios – Working on recovery messaging after the fires, will be switching to fall themed marketing focus.

Treasurer’s Report – Jonathan Farrington
• Full report can be heard on the Zoom recording.

Executive Directors Update – Jonathan Farrington
• See presentation for full report.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

Approval of minutes from Mary 19th Board Meeting with the correction suggested.

Motioned By: MaryAnn Huff
Seconded By: Brett Archer
Roll Call: Motion Passes

Approval of Board Member Renewal of Christian Mueller, Ron Halcrow, and Candy O’Donel Browne.

Motioned By: Donna Nassar
Seconded By: Brett Archer
Roll Call: Motion Passes

Nomination and Election of Officers for 22/23 motion to approve of the slate of officers as presented.

Motioned By: Candy O’Donel Browne
Seconded By: Ron Halcrow
Roll Call: Motion Passes

Approval of the Proposed Marketing Committee with the addition of Chelsie Layman from Yosemite Hospitality.

Motioned By: Ron Halcrow
Seconded By: Christian Mueller
Roll Call: Motion Passes

Approval of the proposed HR Committee, Donations Committee, and Advisors as proposed.

Motioned By: Candy O’Donel Browne
Seconded By: Donna Nassar
Roll Call: Motion Passes

Approval of the BOD meeting schedule for 22/23 as proposed.

Motioned By: Candy O’Donel Browne
Seconded By: Brett Archer
Roll Call: Motion Passes

Marketing Update – YMCTB Staff
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Question from Kevin Shelton - Have you noticed a shift in cost on lodging terms from competitors?

Full answer From Noble can be heard on Recording

Question from Rosemarie Smallcombe – Do maps build on the 100 things to do in Mariposa?

Answer Jonathan Farrington – Yes it does (Full answer can be heard on recording)

*Meeting Adjourned 4:09 PM*