



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



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

**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 19<sup>th</sup> Board Meeting with the correction suggested.

Motioned By: MaryAnn Huff



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

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**



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

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**