



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
January 19, 2023

In Attendance:

This meeting was as an in person meeting.

Directors Present:

Kevin Shelton – Yosemite Resorts
Douglas Shaw – Board Treasurer
Donna Nassar – Community Member
Candy O’Donel Browne – Community Member
MaryAnn Huff – Northern Mariposa County
Chelsie Layman – Yosemite Hospitality – Via Zoom
Kim Brisack - Coulter Café and Vacation Rental – Via Zoom
Brett Archer– Delaware North – Tenaya Lodge
Scott Randall – Autocamp Yosemite
Victoria Imrie – Yosemite Zipline & Adventure Ranch
Christian Mueller - The Redwoods in Yosemite

Board Member not in attendance:

Gautam patel – Foothills Hospitality
Ron Halcrow – Yosemite Plaisance Bed & Breakfast

Advisors Present:

Danette Toso – 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:

CALL TO ORDER:

- The meeting was called to order at 1:34 PM by Kevin Shelton



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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 – Gala to support the Coulterville Visitors Center
Kevin Shelton – Crab Feed

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update

Scott Gediman – YGP meeting went well. 185 participants. Had virtual meeting due to weather. Reservations for firefall sold out. 140 closure due to rock slide, unsure how long it will take to clear. Park is in contact with Caltrans. 120 and 41 are open.

Chelsie Layman – Badger Pass open this past weekend, Ice rink will open on the 20th.

Douglas Shaw – Why was YGP changed to virtual. It needed to be in person.

Scott Randall – Because of the weather.

Brett Archer – Clarify the reservation system for firefall and how it will operate.

Scott Randall – For the park 50% was sold already, the other half will be sold 2 days before the event.

Kevin Shelton – For clarification if someone wants to go to Badger Pass would they need a reservation in order to get through.

Scott Randall – Yes, however season pass holders may go through.'

Jonathan Farrington – I am a bit discouraged as to the projected timeline to get the rockslide clear. It shouldn't take over 2 weeks. Google is saying mid-February.



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Scott – It has been frustrating for us as well, we are trying to elevate the urgency to the right people. It is on the governors radar.

Mariposa County Board of Supervisor Update

Jonathan Farrington – Welcome to Supervisor Danette Toso.

Supervisor Toso - Introduction.

Partner Comments or Updates –

Brett Archer – I would like to know about everyone’s booking windows. Tenaya’s has shrunken quite a bit.

Douglas Shaw – Ours has as well

Christian Mueller – Ours has as well

Scott Randall – Ours has as well

Kevin Shelton – The past few months have not been good for Yosemite Resorts. This week has been even worse as a result of the slide.

Brett Archer – What are the next steps if any to address the rockslide?

Supervisor Toso – I am still new to the position but I can say the road workers are doing all they can. I will do what I can to help expedite the process.

Treasurer’s Report – Douglas Shaw

Board of Directors – Chair Update

Kevin Shelton – Will be moving to OTO. Will still be with Yosemite Management group in a smaller capacity for about a year. It has been a nice 28 years and I will continue to serve as board chair as long as I am needed.

Executive Directors Update – Jonathan Farrington

- See presentation for full report.



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Douglass Shaw – Is there any reason to expand into other counties such as Spain.

Jonathan Farrington – We are working in other markets working in other markets. We are working with Visit California; this gives us access to many other markets.

New Website update

YMCTB Staff PowerPoint Update

Douglas Shaw – Concerned about the US Dollar vs Euro. It might cause people to hold back from traveling internationally this peak season.

Jonathan Farrington – This is a concern of mine as well, we are focused on still driving as much traffic as possible.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

Approval of minutes from October 20th Board Meeting.

Motioned By: MaryAnn Huff
Seconded By: Christian Mueller
Roll Call: Motion Passes

Meeting Adjourned 3:53 PM