



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
Board of Directors Meeting Minutes  
January 20, 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  
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



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**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.



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- 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 see 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**