



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
January 21, 2021

In Attendance:

This meeting was held virtually via Zoom or call-in meeting only due to COVID-19.

Directors in attendance:

Kevin Shelton (Board Chair) – Yosemite Resorts
Douglas Shaw (Board Treasurer) – Yosemite Bug Rustic Mountain Resort
MaryAnn Huff – Northern Mariposa County
Victoria Imrie – Yosemite Zipline & Adventure Ranch
Ron Halcrow – Yosemite Plaisance Bed & Breakfast
Dan Lyle – Tenaya Lodge at Yosemite
Kim Brisack – Big Table Ranch and Coulter Café
Gautam Patel – Foothills Hospitality
Christian Mueller – The Redwoods
Candy O’Donel Browne

Board Members not in attendance

Donna Nassar – Secretary
Lisa Cesaro - Yosemite Hospitality

Advisors in attendance:

Rosemarie Smallcombe - Mariposa County Supervisors

YMCTB Staff in attendance:

Jonathan Farrington – Executive Director
Julie Hadzega – Travel Trade & Operations Manager
Craig Polson – Social Media & Content Curator
Ellen Bergstone Wasil – Marketing Creative Manager
Tony McDaniel, Communications Manager (joined during meeting)

Visitors Present: - in attendance

Jared Lopiccolo - Noble Studios
Erin Stiehler – Noble Studios
Jeff Shaw – Chamber of Commerce – Former Chair
Eric Sergienko – Mariposa County Health Officer
Joe Lynch, Mariposa County H&HS



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CALL TO ORDER:

- The meeting was called to order at 1:37 pm by Kevin Shelton.

SELF-INTRODUCTIONS BY THOSE IN ATTENDANCE

- Roll call for Board Members was made.

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 acting on any subject presented that is not on the agenda.

Micro Restaurants in Mariposa County

- Helene Halcrow – Owner of Yosemite Plaisance Bed and Breakfast discussed her idea of asking the Board of Supervisors to allow micro restaurants in Mariposa County. This would bring additional revenue to the County and offer an improved experience to the visitor.
- Rosemarie Smallcombe said that she doesn't remember when this was presented to the BOS and asked if the Tourism Bureau would support this and that she would be happy to investigate.
- Candy O'donel Browne asked that this issue be on the next meeting agenda. Jonathan said in the interest in our visitors and Mariposa brand, many restaurants close the doors early that it will benefit the visitors and County.

INFORMATION AND PRESENTATION MATTERS

Mariposa Health Department - COVID Update - Dr. Eric Sergienko and Joe Lynch

- Dr Sergienko says that it is hard to communicate uncertainty.
- “We are currently at the end of the beginning” for the last surge from the holidays.
- He showed a graph that showed all of the surrounding County's cases. Mariposa is among the lowest and Mono County is the highest even though both counties are similar in size and population.
- Greater Sacramento is the first County to come out of the “Stay at Home” order.



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- Dr. Sergienko wants to see Mariposa at least get into the orange tier so the businesses and hotels can open up.
- Joe Lynch has accepted the position of Assistant County CAO. But will still be involved in the COVID-19 19 communication.

Questions from the Board

- Candy O'Donel Browne– What is happening with the vaccine? When should everyone be able to get the vaccine?

Dr. Sergienko - The vaccine is currently being dispersed by sector and not age. Dr Sergienko wants to shift into both tiers and estimates that 9,000 of the county residents will be vaccinated by the end of June.

- Kevin Shelton – What is the status of the vaccine recall and how will it affect Mariposa.

Dr. Sergienko - The lot of the vaccine that gave 10 people a reaction has been tested many times and has been released to be utilized. There are no results as to why those people reacted to it.

- Jonathan Farrington – The Tourism Bureau received a call from a vacation rental owner who is also a physician in Southern California. He wanted us to share his idea about allowing people to travel if they have a card showing that they have been vaccinated.

Dr. Sergienko said that this idea has been brought up and is being seriously considered.

- Rosemarie Smallcombe – What is the overall confidence once the “Stay at Home” order is over for all of CA.

Dr. Sergienko said that the state will closely watch the situation and give business at least 1 week notice.

Yosemite National Park Update

- Yosemite National Park representative Scott Gediman was not able to attend due to the current closure of Yosemite due to storm damage.



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Mariposa County Board of Supervisors Update

- Jonathan welcomed Rosemarie Smallcombe as the new liaison from the Board of Supervisors.
- Rosemarie didn't have anything officially prepared, she spoke about the budget and that the County is continually monitoring the income and what happens in Washington DC for funding for the County and our businesses.
- Ferguson Project – She has asked Cal Trans to make a presentation on the status of the project. She will let us know when that will be.

Mariposa County Chamber of Commerce Update – Jeff Shaw

- Jeff announced that the Chamber has submitted the RFP to the County for management of the Visitor Center and waiting for a response.
- Jeff wanted to thank Jonathan, Ellen and staff for their help with this RFP.

Treasurer's Report – Doug Shaw

- A detailed report was given. Please refer to the Zoom recording for information on this topic

Executive Director Update & Reporting Presentation

- A detailed approximately 1 hour long report was provided. The PowerPoint presentation and Zoom recording is available for review on Yosemite.com under Meetings/Agendas

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Approval of Annual Board Meeting Minutes – October 22, 2020

Motioned by Kim Brisack
Seconded by: Candy O'Donel Brown
All in favor approved.

CLOSED SESSION

None



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ITEMS TO REPORT FROM CLOSED SESSION

None

COMMENTS FROM BOARD AND STAFF

- Kevin Shelton, Kim Brisack and Jared Lopiccolo all made comments on how much the staff at the Tourism Bureau accomplishes and they are very impressed.

ADJOURNMENT – 3:45 PM