



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
Board of Directors Meeting Minutes  
March 19, 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  
Brett Archer– Delaware North – Tenaya Lodge  
Kim Brisack – Coulter Café and Vacation Rental  
Candy O’Donel Browne – Community Member  
Gautam patel – Foothills Hospitality

**Board Member not in attendance:**

Lisa Cesaro – Yosemite Hospitality  
Donna Nassar – Board Secretary  
MaryAnn Huff – Northern Mariposa County  
Victoria Imrie – Yosemite Zipline & Adventure Ranch  
Ron Halcrow – Yosemite Plaisance Bed & Breakfast  
Jason Brannan – Autocamp

**Advisors Present:**

Rosemarie Smallcomb – Mariposa County Board of Supervisors  
Scott Gediman – National Park Service

**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  
Gabriel Somoza – Noble Studios



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**CALL TO ORDER:**

- The meeting was called to order at 1:34 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.

**INFORMATION AND PRESENTATION MATTERS**

**Yosemite National Park Update – Scott Gediman**

- Peak Hours Reservation System
- Meeting with Congressman's staff went well
- Spoke to concerns over the reservation system
  - Working on Staffing at the gate to reduce wait times, difficulty in recruiting
  - Parks number one priority is in communicating to visitors
- Shuttle Busses are running but are on a modified route
- High Sierra Camps will not be opening this year
- Hoping to reopen the visitors center
- Expressed appreciation for Horsetail Falls video
- Bridal Veil Fall project potential ribbon cutting in Fall
  
- Question about Weddings and Groups in the Park – Jonathan Farrington
  - Spoke to hopes that the Federal rules change and that the park would be able handle groups soon.
- Question about Mariposa Grove still on Track for Memorial Day
  - The Grove is open but working to get shuttles running
- Earth Day celebration is going to be toned down compared to previous years



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**Mariposa County Board of Supervisor Update – Rosemarie Smallcombe / Wayne Forsythe**

- Still Experiencing staffing shortages, Health and human services resigned
- Midyear budget adjustments 9 positions unfrozen
- Mariposa public utilities district fire program
- Hospital withdrew ballot initiative
- Butterfly festival moving forward
- Budgets for nonprofit
  - Organizations providing a basis for the public to know why money is being requested and what it is used for

**Treasurer’s Report – Douglas Shaw**

- Full report can be heard on the Zoom recording.

**Noble Studios Presentation**

- See presentation for full report

**Partner Comments or Updates**

- None

**Executive Directors Update & Marketing Update – YMCTB Staff**

- See presentation for full report.

**ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA**

Resignation of Lisa Cesaro from the Board of Directors

Motioned By: Kim Brisack  
Seconded By: Brett Archer  
Roll Call: Motion Passes

Approval of minutes from January 20<sup>th</sup> Board Meeting

Motioned By: Brett Archer  
Seconded By: Kim Brisack  
Roll Call – Motion Passes



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Approve increase to current fiscal year spend to \$350K over budget from \$200K over plan (previous board approval)

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

**COMMENTS FROM BOARD AND STAFF**

- Question to the Board from Jonathan Farrington and Conversation about TBID and County Contract

**ADJOURNMENT – 4:52 PM**