



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
Board of Directors Meeting Minutes  
May 20, 2021

**In Attendance:**

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

**Directors in attendance:**

Kevin Shelton – Yosemite Resorts	Candy O’Donel Browne
Victoria Imrie – Yosemite Zipline & Adventure Ranch	Donna Nassar – Secretary
Ron Halcrow – Yosemite Plaisance Bed & Breakfast	Jason Brannon – AutoCamp Yosemite
Christian Mueller – The Redwoods	Lisa Cesaro - Yosemite Hospitality
	Gautam Patel – Foothills Hospitality
	Dan Lyle – Tenaya Lodge at Yosemite

**Board Members not in attendance**

Douglas Shaw – Yosemite Bug Rustic Mountain Resort  
Kim Brisack – Big Table Ranch and Coulter Café  
MaryAnn Huff – Northern Mariposa County

**Advisors in attendance:**

Rosemarie Smallcombe - Mariposa County Board of Supervisors  
Scott Gediman – Yosemite National Park

**YMCTB Staff in attendance:**

Jonathan Farrington – Executive Director	Ellen Bergstone Wasil – Marketing Creative Manager
Julie Hadzega – Travel Trade & Operations Manager	Tony McDaniel, Communications Manager

**Visitors Present: - in attendance**

Erin Stiehler – Noble Studios  
Gabe Edwards – Mariposa County Chamber of Commerce  
Brian Deninger – Incredible Adventures

**CALL TO ORDER:**

- The meeting was called to order at 1:35 pm by Kevin Shelton.

**SELF-INTRODUCTIONS BY THOSE IN ATTENDANCE**

- Introductions were skipped due to board member attendance time constraints.



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**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.

- Brian Deninger of Incredible Adventures introduced himself and spoke about new tours that they have created that will pick up on Highway's 120, 140 and 41. These tours will help relieve issues due to the temporary vehicle reservations system implemented by NPS from May 21<sup>st</sup> through September 30<sup>th</sup>, 2021. Brian will provide rack cards and a link for partner websites for guests to book these tours. Incredible Adventures will pay commissions on bookings to businesses and individuals.

**INFORMATION AND PRESENTATION MATTERS**

- Yosemite National Park Update

Scott Gediman made an update and here are the highlights:

- The reservation system is starting tomorrow May 21 and they are trying to get the word out as much as possible to help alleviate having to turn visitors away at the gates.
  - Scott gave kudo's to the Bureau for their communications regarding the reservation system and passes still being available. He said it was well written and on point.
  - The Yosemite Conservancy has hired a Spanish PR firm to help with messaging to the Spanish public.
  - Tioga is scheduled to open May 27<sup>th</sup> in spite of the upcoming snowstorm that is not expected to leave lingering snow. The road will be open for bike traffic Sunday through Tuesday and cars Thursday.
  - Glacier Point Road will be temporarily closed for a few days due to the incoming storm.
- Mariposa County Chamber of Commerce Update
    - Gabe Edwards announced that they have hired a Visitors Center Operations Manager – Jacob Hawley and another staff member.
  - Mariposa County Board of Supervisors Update



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Rosemarie Smallcombe made the following announcements.

- They are in the information and departmental review-collection phase of their budget year and trying to find ways to close the projected revenue loss gap.
- She acknowledged the detailed YMCTB report to the supervisors Tuesday, May 18<sup>th</sup> and stated that the Board of Supervisors appreciate the efforts that the Tourism Bureau is making to help the economy for Mariposa County.
- Treasurer's Report
  - In the Treasurers absence Jonathan made the report it can be heard on the zoom recording on Yosemite.com
- Partner Comments or Updates (Skipped due to time constraints)
- Executive Director Update & Marketing Update (Skipped due to time constraints)
- Budget presented to the board by Executive Director.

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

- Approval of minutes from March 18, 2021 Board Meeting
  - Motioned by Dan Lyle
  - Seconded by Ron Halcrow
  - Roll Call – All in favor
- Consideration and approval of proposed 2021/2022 budget
  - 1) Approval of the zero-based fiscal 2021/2022 budget as proposed and presented by the executive director, &
  - 2) Due to COVID-19 impacts on travel, the unknown level of Mariposa County funding, and TBID revenue fluctuations, the executive director has the flexibility to increase or decrease the proposed budget up to \$250,000, without requiring approval by the Marketing Committee or Board of Directors.



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Motioned by: Donna Nassar  
Seconded by: Candy O'Donel Browne  
Roll call all in favor – Yes.

**CLOSED SESSION**

- Review HR committee recommendation on performance evaluations & compensation

**ITEMS TO REPORT FROM CLOSED SESSION**

The Board approved performance evaluations, compensation, and position description changes.

**COMMENTS FROM BOARD AND STAFF**

None

**ADJOURNMENT – 2:30 PM**