



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
SPECIAL MEETING
April 18, 2019

In Attendance:

Directors Present:

Kevin Shelton – Yosemite Resorts
Christian Mueller – The Redwoods in
Yosemite
Douglas Shaw – Yosemite Bug Rustic
Mountain Resort
Donna Nassar – B&B Association

Victoria Imrie – Yosemite Zipline &
Adventure Ranch (Marketing Committee)
Barbara Robinson – Indian Peak Ranch
Vacation Rental
Kim Brisack – Coulter Café and Big Table
Ranch

YMCTB Staff:

Jonathan Farrington – Director
Julie Hadzega – Travel Trade & Operations Manager

Advisors Present:

None

Visitors Present:

None

CALL TO ORDER:

The meeting was called to order at 1:00 PM by Kevin Shelton.

SELF-INTRODUCTION BY THOSE IN ATTENDANCE

N/A

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.

None



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INFORMATION AND PRESENTATION MATTERS

None

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

Discussion and approval to consider changing procedure allowing individual listings for property management companies with more than five listings.

Background

Jonathan was approached by Ken LeBlanc at Scenic Wonders to list all of their properties individual on the website. Jonathan has brought the decision to the Board. YMCTB has recently contracted back with JackRabbit, the re-direct booking engine service. The initial set up would be to provide each lodging property information to them. Before this is done we need to know if we are going to add the vacation rental management companies that manage 5 or more properties. If the vote is passed then we would need to add 300

Comments from the Board:

Barbara Robinson:

- She feels that it is cumbersome the way the site currently works. It only shows 12 rentals at a time. She suggests moving to 50 per page. Once JackRabbit is live this issue will be alleviated.
- The site does have filters but she says that no one uses filters anymore.
- She says that the individual vacation owners feel left out and the management companies get special treatment.

Douglas Shaw:

- He will vote against it but is okay either way.

Christian Mueller:

- He is ambivalent and feels that it is fair to the owners to be listed individually.



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Motion - Donna Nassar motioned to include the individual property listings from all management companies that have five or more properties.

Seconded by: Christain Mueller

Individual votes

Kim Brisack – No

Christain Mueller – Yes

Barbara Robinson – No

Douglas Shaw – No

Kevin Shelton – Yes

Victoria Imrie – Yes

Donna Nassar – Yes

Approval to replace Kathrin Poetter with Michael Broderick the new Director of Sales and Marketing for Tenaya Lodge to join the Marketing Committee.

Motioned by Vicky Imrie

Seconded by Donna Nassar

Individual votes

Kim Brisack – Yes

Christain Mueller – Yes

Barbara Robinson – No

Douglas Shaw – Yes

Kevin Shelton – Yes

Victoria Imrie – Yes

Donna Nassar – Yes

CLOSED SESSION

None

ITEMS TO REPORT FROM CLOSED SESSION

None

COMMENTS FROM BOARD AND STAFF



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None

ADJOURNMENT - 2:00 -PM