



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
Board of Directors Meeting Minutes  
October 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 – Yosemite Resorts  
Victoria Imrie – Yosemite Zipline & Adventure Ranch  
Ron Halcrow – Yosemite Plaisance Bed & Breakfast  
MaryAnn Huff – North Mariposa County  
Candy O’Donel Browne – Public Citizen  
Brett Archer - Tenaya Lodge at Yosemite  
Donna Nassar – Secretary to the Board  
Douglas Shaw – Yosemite Bug Rustic Mountain Resort  
Jason Brannon – AutoCamp Yosemite  
Kim Brisack - Big Table Ranch & Coulter Café

**Board Members not in attendance**

Christian Mueller – The Redwoods in Yosemite  
Lisa Cesaro – Yosemite Hospitality  
Gautam Patel – Foothills Hospitality

**Advisors in attendance:**

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

**YMCTB Staff in attendance:**

Jonathan Farrington – CEO/Executive Director  
Ellen Bergstone Wasil – Director of Marketing Creative Manager  
Tony McDaniel – Director of Communications  
Craig Polson – Social Media and Content Curator

**Visitors Present: - in attendance**

Jennifer Sweeney – 360 View PR  
Gabe Somoza – Noble Studios  
Rachael Yates – Noble Studios



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

**CALL TO ORDER:**

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

**SELF-INTRODUCTIONS 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 acting on any subject presented that is not on the agenda.

- Kevin reminded everyone that the annual Sausages & Suds event for Mariposa Friends of the Fairgrounds on October 23 from 4 – 7pm. Tickets are \$35 in advance / \$40 at the door with hundreds of beers available.

**INFORMATION AND PRESENTATION MATTERS**

**Yosemite National Park Update – Scott Gediman**

- Day use reservations ended on September 30; no info on reservations going forward.
- It has been busy in the park.
- The response for the Chinese Laundry exhibit has been terrific.
- The recent YGP meeting went well with DMO updates and intentions to resume “normal operations”:
  - Yosemite Hospitality will get the busses going again in December and Badger Pass expected to open for the season.
  - Glacier Point Road will be closed next year for desperately needed upgrades.
  - Tuolumne Meadows campgrounds will be closed for several years.
  - Wilderness permits will be handled via recreation.gov going forward.
  - Jamie Richards has moved on to work in Rocky Mountain National Park
  - Tioga Road and Glacier Point Roads are closing tonight, likely for the season.
  - The Capital Christmas Tree will be traveling through Mariposa on November 4 from noon – 2pm.
  - Mariposa Grove will reopen with repaired bathrooms and boardwalk as well as shuttles running by Memorial Day



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

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

- TOT for July was good, but it's now the time of year to look at the budget assumptions and consider ways to build back better.
- The redistricting conversation is starting and currently soliciting input for a hearing on November 1 where they will provide 4 different options. A public hearing will occur after that.
- There are no COVID mandates issued by the County, but all County employees will be testing and encouraged to take the vaccine.
- The County's health system will combine resources with the Central California Health Alliance to provide services in the County.
- There are conversations with the Central Sierra Collaborative to improve broadband in the County.
- The Highway 49 project is nearing completion.

**Partner Comments or Updates**

360 View PR - Jennifer Sweeney

- They welcome input from everyone regarding content. Please send information!
- There has been very positive response to content regarding Mariposa downtown.

Noble Studios – Rachel Yates

- The Noble team has been focusing on optimizing new content and is now reporting a 471% increase in viewers of that content since last year.
- Paid Media is also seeing exponential growth in audiences. 10.5 million impressions last month.

**Agenda Items**

Treasurer's Report

- Full report can be heard on the Zoom recording.

Executive Director Update & Marketing Update

- See presentation for full report.

County Funding and Contract

- The contract has not yet been completed. Sponsorships from the bureau will likely be confined to Festivals, not nonprofit operating or project support.

Canto – New System



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

- Craig reviewed the new digital asset management (DAM) system and the reasons for selecting Canto as the system YMCTB will be using going forward.
- In particular, Canto will provide a means for handling the permissions granted for intellectual property.

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

Approval of minutes from August 19, 2021 Board Meeting

Motioned By: Brett Archer  
Seconded By: Ron Halcrow  
Roll Call – Motion Passes

**COMMENTS FROM BOARD AND STAFF**

None

**ADJOURNMENT – 3:59 PM**