

**YOSEMITE MARIPOSA COUNTY TOURISM BUREAU**  
**Board of Directors Meeting Minutes**  
**October 17, 2019**

**In Attendance:**

**Directors Present:**

Kevin Shelton (Board Chair) – Yosemite Resorts  
Douglas Shaw (Board Treasurer) – Yosemite Bug Rustic Mountain Resort  
Donna Nassar (Board Secretary)  
Kim Brisack – Coulterville Café/Big Table Ranch  
Jeff Bray – Yosemite Hospitality  
MaryAnn Huff – Northern Mariposa County  
Candy O’Donel-Browne  
Victoria Imrie – Yosemite Zipline & Adventure Ranch (Marketing Committee)

**Advisors Present:**

Marshall Long – Mariposa County Supervisor  
YMCTB Staff:  
Jonathan Farrington – Executive Director  
Julie Hadzega – Travel Trade & Operations Manager  
Tony McDaniel – Communications Manager  
David Braucher – Marketing Manager  
Craig Polson – Social Media & Content Curator

**Visitors Present:**

None

**CALL TO ORDER:**

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

**SELF-INTRODUCTION BY THOSE IN ATTENDANCE**

- Self-introductions were 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.

- MaryAnn Huff wanted to thank the Tourism Bureau for all their help during the Coyote Fest.
- Kevin Shelton – The Sausage and Suds event will be on October 26th at the Fairgrounds and he has tickets for sale.

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**INFORMATION AND PRESENTATION MATTERS**

Yosemite National Park update

- Scott Gediman was not present at this meeting to make an update. Jonathan mentioned that Tourism, Aramark and Scott will be meeting on 10-29-19 at 9:00 am at Yosemite View Lodge to discuss best practices and partnership.

Mariposa County Update – Mariposa County Supervisors – Marshall Long

- The Mariposa County branding has been approved and they are slowly infusing the new assets He mentioned and explained that the new logo doesn't replace the County seal. The purpose was to draw attention to new businesses to Mariposa. "It's just another tool in the toolbox".
- The BOS is applying for a grant for housing to work with YNP on the housing issues.
- Marshall mentioned that he did not vote against the \$500,000 funding to the Bureau, but he doesn't agree with the 3.25% rolling average for the next 3 years.
- The BOS is also updating the Cathey's Valley plan.

Treasurer's Report - Douglas Shaw

- Income is more than last year
- Budget versus actuals 10% better than last year. Everything else looks pretty good
- Jonathan talked about the GL coding problem with Noble invoices and it will be corrected.

Update and recap of Mariposa County Contract Approval

- Jonathan talked about the history of the contracts with Mariposa County. He said that a multi-year contract will work better for the Tourism Bureau.
- A Three- year contract is a really an MOU and the terms can always be changed by the BOS
- Our next newsletter will explain the funding model
- Jonathan spoke with Miles and he said that he intended to see the BOS honor the contract during the three-year commitment as it is a contract

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Marketing update – Jonathan Farrington & Staff

The marketing update has now been put into a PowerPoint presentation format. Jonathan showed the presentation on the large screen. Highlights included:

- Tourism has seen a massive increase in visitation on the website Yosemite.com.
- Noble Studios is constantly working on optimizing the website, such as checking for broken links, etc.
- September showed more growth, but the stickiness is waning.
- Landing page for winter is outstanding
- Tony and Theresa have written significantly more content in the last few months than in the previous year.
- Tony worked with Kim Lawson to make the Social Media transition easier.
- We are always looking for content from the partners.
- We partnered with Yosemite Facelift with a visiting journalist Tom Powell.
- If you have an offer, we need to know.
- Winter newsletter to go out on November 1, our open rate is well above the industry average for newsletters.
- Briceberg Fire – All hands on deck
- Worked with Visitor Center
- Jonathan went over his ED notes
- Brexit affected the Thomas Cook debacle, 30,000 stuck in the US
- Drop-in visitation in Germany possibly due to political climate.

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

- Approval of meeting minutes from the Board of Directors meeting, August 22, 2019

Motioned by MaryAnn Huff  
Seconded by Candy O'Donel-Browne

- Discussion and vote to raise the Executive Director signature limit for checks. To a specific amount for all reasons or amount higher but limited to specific contractual agreements.

After discussion a motion was adopted to raise the signature amount to \$5,000 and waive those invoices that are bound to a contract.

Motioned by Jeff Bray  
Seconded by Candy O'Donel-Browne

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- Accepts, consider and vote: Board of Director resignation of Paul Ratchford, outgoing General Manger and replaced for remaining board term by Dan Lyle, new General Manager of Tenaya Lodge at Yosemite.

Motioned by Jeff Bray  
Seconded by Vicky Imrie

- Discuss, consider and vote to add Scott Feister, Executive Director of Mariposa chamber of Commerce as an Advisor to the Board.

Motioned by Donna Nassar  
Seconded by Vicky Imrie

**CLOSED SESSION**

- A closed session was held to discuss personnel matters.

**ITEMS TO REPORT FROM CLOSED SESSION**

None

**COMMENTS FROM BOARD AND STAFF**

None

**ADJOURNMENT**

5:15 PM