



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Special Board of Directors Meeting Minutes
August 26, 2020

In Attendance:

This meeting was a call-in meeting only due to COVID-19.

Directors on the Conference Call Line:

Kevin Shelton (Board Chair) – Yosemite Resorts
Christian Mueller – (Board Vice-Chair) – The Redwoods in Yosemite
Douglas Shaw (Board Treasurer) – Yosemite Bug Rustic Mountain Resort
Donna Nassar – Board Secretary
Candy O’Donel Browne - Community Member

YMCTB Staff:

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

Visitors Present: - On the call

Barbara Rumsby – Vacation Rental Owner
Theresa Ho – Vacation Rental Owner
Greg Little – Mariposa Gazette

CALL TO ORDER:

The meeting was called to order at 10:04 am by Kevin Shelton.

SELF-INTRODUCTIONS 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.

- Public comment specific to our TBID assessment topic will be held until after the staff presentation



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INFORMATION AND PRESENTATION MATTERS

- Executive Director - TBID Update – Jonathan Farrington

Jonathan Farrington explained the purpose of this special meeting:

In summary

Yosemite Mariposa County Tourism Bureau (YMCTB) was informed by the County CAO in July that YMCTB should not expect to receive any funding from the County for fiscal year 2020-2021. That deficit along with less TOT due to low visitation will result in a significant loss of funding for YMCTB. Therefore, YMCTB Executive Director has asked the Board of Directors to consider increasing the TBID.

A survey to the lodging community was sent out with around 48 responses. The YMCTB Board has decided to hold this meeting to hear comments/feedback from the lodging community.

- Public comment on TBID assessment

Barbary Rumsby – Vacation Rental Owner in Fish Camp. - Barbara asked what the anticipated shortage to the YMCTB would be. Jonathan Farrington replied that we are looking at a total revenue of about \$600,000 as opposed to 1.8 million. YMCTB does have some reserves but those will be depleted by next year. Barbara said that she understood the reason why we are wanting to raise the TBID but feels that because it's a tax that most people will not be happy about it. She asked if there was a way to include a sunset clause therefore having the ability to decrease the TBID when things are back to normal.

Kevin Shelton said he would consult with Civitas to find out if a sunset clause can be used in this situation.

Douglas Shaw – Owner of Yosemite Bug Rustic Mountain Resort and Treasury of YMCTB. - Doug expressed that no one knows what is going to happen next and he wants to be ready for the Tourism Bureau to promote when the time is right. If they don't have the funds that will be a problem for him. He is for the increase of a half percent for the TBID.



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Donna Nassar mentioned that in the 2018 TBID renewal it states that the Bureau can raise the TBID a half of percent in the case of an emergency. The impact of COVID 19 is an emergency.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

No action was taken

CLOSED SESSION

None

ITEMS TO REPORT FROM CLOSED SESSION

None

COMMENTS FROM BOARD AND STAFF

None

ADJOURNMENT – 10:45 AM