



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU

Special Board of Directors Meeting Minutes

September 2, 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

Jason Brannon – Auto Camp

Christian Mueller – (Board Vice-Chair) – The Redwoods in Yosemite

Douglas Shaw (Board Treasurer) – Yosemite Bug Rustic Mountain Resort

Donna Nassar – Board Secretary

MaryAnn Huff – Northern Mariposa County

Victoria Imrie – Yosemite Zipline & Adventure Ranch

Candy O’Donel Browne - Community Member

Dan Lyle – Tenaya Lodge at Yosemite

Kim Brisack – Coulter Café & Vacation Rental Owner

Ron Halcrow – Yosemite Plaisance BnB

Lisa Cesaro – Yosemite Hospitality

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

Greg Little – Mariposa Gazette

CALL TO ORDER:

The meeting was called to order at 1:34 pm by Kevin Shelton.

SELF-INTRODUCTIONS BY THOSE IN ATTENDANCE

Roll call for Board Members was 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



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regular agenda. Brown Act regulations restrict the Board from acting on any subject presented that is not on the agenda.

INFORMATION AND PRESENTATION MATTERS

- Discussion regarding lodging partners feedback on possible TBID percentage increase.

Jonathan presented a document that showed the feedback from the survey sent to lodging regarding the proposed increase in the TBID. Here are the following comments from the Board:

- Douglas Shaw asked if the report included everyone who filled out the survey?
- Candy O'Donel commented that the report was remarkable and well written.
- Ellen Bergstone Wasil was given credit for her effort in creating, implementing and providing the well written outcome.
- Jonathan mentioned that Civitas was consulted for advice on adding the sunset clause for the TBID can be written in the annual report.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- Vote to increase the TBID percentage

Motion: Christian Mueller motioned to increase the TBID ½ of a percentage for 2 years starting on January 1, 2021. The increase will expire on December 31, 2022.

Second: Douglas Shaw

All in favor: All except for Kevin Shelton

Comments from staff and Board

Kevin Shelton thanked Jonathan and staff for prioritizing this effort. Obviously funding is important to the Bureau. He said that the staff is stellar and we need to keep them. We know from past experience that tax increases are not favorable.

Jonathan said that he doesn't feel that this vote is a win. We will not cease in trying to win back the county money to the benefit of the lodging partners. He stated that the County will be surprised when they see what we can't do without their funding.



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CLOSED SESSION

None

ITEMS TO REPORT FROM CLOSED SESSION

None

COMMENTS FROM BOARD AND STAFF

None

ADJOURNMENT

2:39 PM