



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
Board of Directors Meeting Minutes  
March 16, 2023

**In Attendance:**

This meeting was as an in person only meeting.

**Directors Present:**

Kevin Shelton – Yosemite Resorts  
Douglas Shaw – Board Treasurer  
Donna Nassar – Community Member  
Candy O’Donel Browne – Community Member  
Kim Brisack - Coulter Café and Vacation Rental – Via Zoom  
Brett Archer– Delaware North – Tenaya Lodge  
Scott Randall – Autocamp Yosemite  
Victoria Imrie – Yosemite Zipline & Adventure Ranch  
Christian Mueller - The Redwoods in Yosemite  
Ron Halcrow – Yosemite Plaisance Bed & Breakfast

**Board Member not in attendance:**

Gautam Patel – Foothills Hospitality  
Chelsie Layman – Yosemite Hospitality  
MaryAnn Huff – Northern Mariposa County

**Advisors Present:**

Shannon Poe – Mariposa County Board of Supervisors

**YMCTB Staff in attendance:**

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

**Visitors in attendance:**

**CALL TO ORDER:**

- The meeting was called to order at 1:32 PM by Kevin Shelton

**SELF-INTRODUCTION BY THOSE IN ATTENDANCE**



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**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.

**INFORMATION AND PRESENTATION MATTERS**

**Yosemite National Park Update**

Jonathan Farrington – No official Update on the park yet. The park is still closed until hopefully tomorrow. Crews are still clearing downed trees and snow. Update on road closures.

**Mariposa County Board of Supervisor Update**

Jonathan Farrington – Welcome to Supervisor Shannon Poe.

Supervisor Poe - Introduction. Glad to be here and looking forward to learning what the YMCTB does and how we can better work together.

**Partner Comments or Updates –**

Chamber of Commerce via Jonathan Farrington – Annual Dinner will not be attended this year due in part to the location, in Madera. With the current weather conditions, it will be difficult to make the trip.

Brett Archer Question – Where is the FAM cost places when they come to our properties?

Jonathan Farrington Answer – We have them placed in the FAM section of our allocated budget.

Jonathan Farrington – Explanation on FAMs for Shannon Poe.

Supervisor Poe – Can I get a brief summary of the YMCTB and its history so I can better understand its role and my role in helping it achieve its goals.

Kevin Shelton and Jonathan Farrington – Explanation on history and purpose of YMCTB.



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Supervisor Poe – Tourism is the draw for Mariposa County and without it we don't have the income to do things like fix roads, we need to help people realize that.

Brett Archer – Explanation about benefit to the payer

Jonathan Farrington - Explanation about the goal being to drive traffic year around.

**Treasurer's Report – Douglas Shaw**

**Executive Directors Update – Jonathan Farrington**

- See presentation for full report.
- Grant Process for the County
- SB 478 Discussion

**YMCTB Staff PowerPoint Update**

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

Approval of minutes from January 19<sup>th</sup> Board Meeting.

Motioned By: Victoria Imrie  
Seconded By: Brett Archer  
Roll Call: Motion Passes

Approval of RFP.

Motioned By: Candy O'Donel Browne  
Seconded By: Kim Brisack  
Roll Call: Motion Passes

Comments – Discussion on how to further educate the Community on the importance of tourism and the YMCTB's role in helping drive it.

**Meeting Adjourned 3:56 PM**