



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
May 18, 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
MaryAnn Huff – Northern Mariposa County
Chelsie Layman – Yosemite Hospitality
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
Candy O'Donel Browne – Community Member
Kim Brisack - Coulter Café and Vacation Rental

Advisors Present:

Shannon Poe – Mariposa County Board of Supervisors
Danette Toso – 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:

Jennifer Sweeny - Jennifer Sweeney Communications

CALL TO ORDER:

- The meeting was called to order at 1:34 PM by Kevin Shelton



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SELF-INTRODUCTION 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 taking action on any subject presented that is not on the agenda.

MaryAnn Huff- Rose tour was very successful; North County is gearing up for Coyote Fest.

Shannon Poe- Question about if YMCTB supports Coyote Fest.

MaryAnn Huff – YMCTB supports Coyote each year.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update

Chelsie Layman -The River is at the 10 ft level, but infrastructure is holding up. There have been two close calls with White water rescues. As far as closing, there has not been an announcement yet. No news is good news. Ahwahnee project is still ongoing, Dining room will likely be closed through August. Glacier road still closed due to a lot of snow. High Sierra camps will not be open this year. Have not been able to assess the damage as of yet.

MaryAnn Huff – Park messaging about road closures including 49 not clear.

Chelsie Layman – I will relay that to NPS. Roads have been backed up on weekends.

Jonathan Farrington – We are really needing to push messaging about getting into the park before 8 am.

Christian Mueller – Is there much damage to Housekeeping camp.

Chelsie Laymen – There is some water in some of the Units but nothing detrimental yet.

Mariposa County Board of Supervisor Update



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Shannon Poe – Only thing of note would be that we are going into the budgetary portion of the year.

Partner Comments or Updates –

Brett Archer- Things are picking up. We are around 80%. With no reservation system, we hopefully won't see as many cancellations. Tenaya Lobby renovations are about 95% complete.

Christian Mueller – Our occupancy is going up and we are pleased with that, but we have catching up to do.

Scott Randall – We are seeing the same thing.

Treasurer's Report – Douglas Shaw

Executive Directors Update – Jonathan Farrington

- See presentation for full report.
- Introduction to Jenifer Sweeny, what she does for YMCTB and the county.
- Budget Overview – explanation of how we delegate funds to certain areas.
- Marketing Meeting update, Proposed budget for next year – input from Ellen Bergstone Wasil

New Website update – Tony McDaniel

YMCTB Staff PowerPoint Update

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

Approval of minutes from March 16th Board Meeting.

Motioned By: Victoria Imrie
Seconded By: Scott Randall
Roll Call: Motion Passes



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Consideration and Approval of an increase in Co-op subsidization from 20% to 30%

Motioned By: Donna Nassar

Seconded By: Brett Archer

Roll Call: Motion Passes

Consideration and approval of proposed Budget

Motioned By: Brett Archer

Seconded By: Christian Mueller

Roll Call: Motion Passes

Consideration and approval of ability for the Executive Director to increase or decrease up to \$300,000 in marketing spend.

Motioned By: Brett Archer

Seconded By: MaryAnne

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.

Closed Session

Meeting Adjourned 4:40 PM