



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
January 16, 2025

In Attendance:

This was an in-person only meeting.

Directors Present:

Victoria Imrie – Community Member
Candy O'Donel Browne – Community Member
Nick Sponaugle – Yosemite Hospitality
Brett Archer – Delaware North – Tenaya at Yosemite
Kim Brisack – Coulter Café and Big Table Ranch
Scott Randall – Wildhaven Yosemite
Autumn Bragdon – Autocamp
Jassie Fischer – Yosemite Resorts

Board Member not in attendance:

Christian Mueller – The Redwoods in Yosemite
MaryAnn Huff – Northern Mariposa County
Ron Halcrow – Yosemite Plaisance Bed & Breakfast

Advisors Present:

Scott Gediman – Yosemite National Park

Advisors not in attendance:

Dannett Toso – Mariposa County BOS
Shannon Poe – Mariposa County BOS

YMCTB Staff in attendance:

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

Visitors in attendance:

Jacob Hawley – Mariposa Visitor center

CALL TO ORDER:

- The meeting was called to order at 1:35 PM by Board Chair – Brett Archer



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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.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update

Scott Gediman – The Secretary of the interior nominee was confirmed smoothly today, and they seem to be a very pro park person. Once confirmed, he will nominate a director and fill other offices. At the local level Cicely Muldoon announced her retirement. She will be with us until the end of February.

We do not have a (superintendent) replacement as of yet. We also do not yet have a federal budget. Part of my duty is looking at the different scenarios in terms of staffing, so we will see about that. Also, no news on the VAMP, we went through the public comment portion and are now waiting for the new administration to come in and begin decision making. We know it is important for this news to get out and we will be relating it as soon as we have some to share.

Nick Sponaugle – Badger pass did not receive enough snow and thus we could not open. We are running into the problem of trying to retain employees, being unable to promise them jobs. It is hard to keep them when we keep pushing the opening back further down the road. If there is not enough snow by mid-February, we will not open at all. As far as the Ahwahnee goes, we will need to be operating out of the kitchen by march as the temp kitchens will be removed.

Jacob Hawley – When will Horsetail falls reservations be opening? We are getting a lot of inquiries about that.

Scott Gediman – The first round of reservations is already sold out. The second will happen 48 hours before the visitation dates. The total Number of passes and YNP operations will be similar to last year.

Jacob Hawley – If there isn't as much demand will the reservation system be shut down?

Scott Gediman – No, because people will still come in masse if there isn't one in place.



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Mariposa County Board of Supervisor Update – None

Partner Comments or Updates

Jacob Hawley – At the beginning of December we were concerned since traffic was very low. However, we had a huge rush at the end of the month. We had less people overall, but we helped more people get reservations for lodging in when they came in.

Our staff is being directed to ask visitors to fill out a questionnaire with questions like: “how many people are in your traveling group?” or “where are you traveling from today?”. Our hope is to get information so we can share some insights with the rest of the business community. The Chamber awards dinner will be held at Tenaya on March 27th. We would love to have you all show up.

Jonathan Farrington – We appreciate the partnership we have with the visitor’s center. I try to attend the chamber BOD meetings when I can. I think the questionnaire is a great idea, particularly the question of their trip’s origin point.

Treasurer’s Report – Jonathan Farrington

Executive Directors Update – Jonathan Farrington

- See Update for full report.

YMCTB Staff Marketing Update

- See Update report.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

Approval of minutes from October 17th Board Meeting.

Motioned By: Scott Randall
Seconded By: Candy O’Donel Browne
Roll Call: Motion Passes

No Closed Session



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Meeting Adjourned 3:24 PM