



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
March 20, 2025

In Attendance:

This was an in-person only meeting.

Directors Present:

Victoria Imrie – Community Member
Candy O’Donel Browne – Community Member
Brett Archer – Delaware North – Tenaya at Yosemite
Scott Randall – Wildhaven Yosemite
Jessie Fischer – Yosemite Resorts
Christian Mueller – The Redwoods in Yosemite
MaryAnn Huff – Community Member
Ron Halcrow – Yosemite Plaisance Bed & Breakfast

Board Member not in attendance:

Nick Sponaugle – Yosemite Hospitality
Kim Brisack – Big Table Ranch
Autumn Bragdon – Autocamp

Advisors Present:

Jenni Kaiser – Mariposa County BOS

Advisors not in attendance:

Danette Toso – Mariposa County BOS
Scott Gediman – Yosemite National Park

YMCTB Staff in attendance:

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

Visitors in attendance:

None.

CALL TO ORDER:



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- The meeting was called to order at 1:32 PM by Board Chair – Brett Archer

SELF-INTRODUCTION BY THOSE IN ATTENDANCE

PUBLIC COMMENTS WITHIN THE SCOPE OF THIS BOARD

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update

Jonathan Farrington – Because of the rockslide on Highway 140, Scott Gediman is unable to be here. Right now, the language being used is that the road will be long term, but expected to take approximately one week to clear, Caltrans will also need some time once the road is cleared to ensure stability and then repave the road surface. We will be asking if they could move the blockade located by Yosemite Bug back some so that people can still recreate at Briceburg.

Mariposa County Board of Supervisor Update

Jenni Kaiser – Gave self into and brief Bio. I look at mariposa and think about our future. I want to help our community move forward. I look forward to working alongside all of you.

Partner Comments or Updates

Jonathan Farrington – No update from the Chamber. Jacob wanted to be here but was unable to make it.

Brett Archer – January was great for us but February and March not so much. April is looking strong from a groups perspective. One thing to note Tenaya is not changing things to where most of our activities will be included with the stay.

Jonathan Farrington – How is your rate holding

Brett Archer – We are at the same rates as last year. I mentioned this before but out booking window is very short now.

Scott Randall – January was ok for us, however similar to Brett February and March were very quiet. April is looking better. We also have a shorter booking window.



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Jessie Fischer – We have seen the same. A shorter window and a lot of Walkins. People continue to be confused about the reservation system and whether they need one. Surprisingly we are not losing many reservations due to the road closure. We have been busy communicating about the drive around.

Ron Halcrow – We have been closed for the winter months but looking forward, we are about 66% full April through the fall. Hearing a lot of you having shorter booking windows makes me hopeful about filling up the rest of the way.

Christian Mueller – Last year, winter and spring were bad. However, we have done better this year. We have been focused on the press and political ongoings with the park. Trying to communicate accurate information to guests.

Treasurer's Report – Ron Halcrow

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 January 16th Board Meeting.

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

Closed Session 3:25

Meeting Adjourned 4:30 PM