



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
May 15, 2025

Meeting Location: Tenaya at Yosemite

In Attendance:

This was an in-person only meeting.

Directors Present:

Candy O'Donel Browne – Community Member
Scott Randall – Wildhaven Yosemite
Jessie Fischer – Yosemite Resorts
Christian Mueller – The Redwoods in Yosemite
MaryAnn Huff – Community Member
Ron Halcrow – Yosemite Plaisance Bed & Breakfast
Nick Sponaugle – Yosemite Hospitality
Kim Brisack – Big Table Ranch
Autumn Bragdon – Autocamp

Board Member not in attendance:

Brett Archer – Delaware North – Tenaya at Yosemite
Victoria Imrie – Community Member

Advisors Present:

Scott Gediman – Yosemite National Park

Advisors not in attendance:

Danette Toso – Mariposa County BOS
Jenni Kiser – Mariposa County BOS

YMCTB Staff in attendance:

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

Visitors in attendance:

None.

CALL TO ORDER:

- The meeting was called to order at 2:17 PM by Board Vice Chair – Scott Randall



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SELF-INTRODUCTION BY THOSE IN ATTENDANCE

PUBLIC COMMENTS WITHIN THE SCOPE OF THIS BOARD

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update

Scott Gediman – The waterfalls are beautiful, valley looks great. Glacier Point is open as is Mariposa Grove and the shuttles are running Tuolumne Meadows has been closed for 3 years and is reopening once the contractor finishes a few final tasks. The reservation system is ongoing. Our messaging has been that anyone can get into Yosemite any day. We changed the times to 6am to 2pm, this is far shorter than the previous year. We got feedback and have changed the times. We went from allowing entrance before 5am one year to now 6am this year. We are trying to keep working with the gateway communities to communicate these changes. The first round of Memorial Day passes is sold out but there will be more opening up for sale this Saturday.

Nick Sponaugle – We just celebrated the 100-year anniversary for the valley post office. Also, the Ahwahnee kitchen remodel is complete, we are operating out of the kitchen now. It was a massive project, and we are happy to see it complete.

Ron Halcrow – Is Hetch Hetchy included under the reservation system?

Scott Gediman – No it is not. We operate Hetch Hetchy based on the parking lot capacity.

Mariposa County Board of Supervisor Update

None.

Jonathan Farrington: Jenni Kiser and Rosemarie Smallcombe both came to our Town Hall meeting yesterday. Supervisor Kiser notified me she would be unable to attend today's meeting.

Partner Comments or Updates

Kim Brisack – Most of our summer is driven by events. We aren't doing as strong as previous years.



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Nick Sponaugle – In the park, we are similar to previous year. We always have a bit of a lull after spring break but this years did seem to drag on longer than usual. March was great, but the past few weeks of April have been slow.

Scott Randall – We have seen more reservations after the reservation system was announced. I'm not sure if that is because more people are willing to make reservations now.

Christian Mueller – April and May were pretty good. Looking forward to June and July are looking somewhat soft.

Autumn Bragdon – We are similar to Wildhaven, we have been getting more reservations since the reservation system was announced.

Treasurer's Report – Ron Halcrow

Executive Directors Update – Jonathan Farrington

- See Update for full report.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

Approval of minutes from March 20th Board Meeting.

Motioned By: Christian Mueller
Seconded By: MaryAnne Huff
Roll Call: Motion Passes

Nomination and approval of Briley Lisath to the Marketing Committee.

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

Approval of the proposed FY 2025/2026 Budget.

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



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Approval for YMCTB Executive Director to increase or decrease the paid marketing budget, excluding fixed costs or salary, within a \$250,000 limit to revenues during the FY 2025/26.

Motioned By: Nick Sponaugle
Seconded By Autumn Bragdon
Roll Call: Motion Passes

Closed Session 3:08

Meeting Adjourned 4:54 PM