



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
August 14, 2025

Meeting Location: Mariposa Board of Supervisors Chambers

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

Board Member not in attendance:

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

Advisors Present:

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

Advisors not in attendance:

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 and Content
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 1:35 PM by Board Chair – Brett Archer
- Announcement that there will be a slight deviation from the order on the agenda. The election of the BOD seats and committees will happen after the treasurer report, prior to the Executive Director update.

SELF-INTRODUCTION BY THOSE IN ATTENDANCE

PUBLIC COMMENTS WITHIN THE SCOPE OF THIS BOARD

MaryAnn Huff – I gave each of you some Coyotefest post cards. Coyotefest will be in September. Remember this is the biggest economic day for north county. It helps many of the businesses create enough income to last them through the winter. It is also a fundraiser for the history museum. Please support us on social media if you can by liking and sharing the event. We have also been speaking with Ellen about reprinting the Coulterville maps. The map took a lot of hard work, and they are a god send to hand out to visitors.

Brett Archer – How many attendees do you expect?

MaryAnn Huff – It's hard to put a direct number since we don't have a ticketing system, but our estimates based on last year are between 2-3k.

Ellen Bergstone Wasil – What are the hours for this year?

MaryAnn Huff – 10am- 7pm. We are moving to one day this year.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update

Jonathan Farrington – Ray McPadden and Scott Gediman unfortunately had to cancel due to a visit from the Lt. Governor. Ray McPadden is the interim superintendent for Yosemite and had planned a presentation. We hope they can join us next time. Nick Sponaugle was asked to attend lunch with the Lt. Governor last minute and is also unable to attend today.

Mariposa County Board of Supervisor Update

Jenni Kiser – Next year will be the 250th birthday of the USA and we are wanting to put on a community event. We are looking to close off the road downtown and have booths and activities for families. This would be an all-day event and could potentially be more than just one event



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throughout the year. The main event obviously being on the 4th of July. We are having to clear things through Caltrans as they are hesitant to shut down a main road. We are open to any ideas people may have to help us build this event. We will also be looking to community businesses to help us fund this endeavor by seeking donations.

Danette Toso – I am sure by now you have all heard that our DA resigned recently. We currently have the previous DA stepping in to help cover things and we are incredibly grateful to him. We are working on a more long-term solution.

Partner Comments or Updates

Jonathan Farrington – We always want to hear your updates on how business is going and on any trends in the market you are seeing. This better informs us on how we should be focusing our marketing efforts.

Discussion took place about lodging occupancy and business impacts with each board member giving an overview of how their property or business was faring and considering decreases in international travel volumes, trends, and what they are seeing in their market. Discussed current difficulties with rates, reservations, and rolling PG&E power blackouts, along with opportunities and changes they are looking to implement in the coming months.

Treasurer’s Report – Ron Halcrow

ACTION MATTER FOR BOARD CONSIDERATION, REGULAR AGENDA

Motion to accept the nomination and election of the proposed slate for the Board of Directors and committees.

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

Executive Directors Update – Jonathan Farrington

- See Update for full report.

Marketing Update – YMCTB Staff



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- See Update for full report.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

Approval of minutes from May 15th Board Meeting.

Motioned By: Ron Halcrow
Seconded By: Victoria Imrie
Roll Call: Motion Passes

Approval of the proposed BOD meeting schedule for 2025/2026.

Motioned By: Scott Randall
Seconded By: Ron Halcrow
Roll Call: Motion Passes

Approval of a change in the YMCTB staff vacation policy to increase vacation from one week in the first year to two weeks in the first through fourth year.

Motioned By: Candy O'Donel Browne
Seconded By: Christian Mueller
Roll Call: Motion Passes

Closed Session 3:08

Board of directors Discussed providing existing staff with one week (40 hours) of vacation time to be in line with the change implemented for new incoming staff members. This is also paired with adjusting accrual amounts for employees in their first year.

Approval to provide 40 hours of vacation to existing employees past their first year and adjusted accrual for employees in their first year.

Motioned By: Candy O'Donel Browne
Seconded By: Ron Halcrow
Roll Call: Motion Passes

Meeting Adjourned 4:16 PM