



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

Meeting Location: Mariposa Board of Supervisors Chambers

In Attendance:

This was an in-person only meeting.

Directors Present:

Scott Randall – Wildhaven Yosemite
Jessie Fischer – Yosemite Resorts
MaryAnn Huff – Community Member
Brett Archer – Delaware North – Tenaya at Yosemite
Kim Brisack – Big Table Ranch
Autumn Bragdon – Autocamp

Board Member not in attendance:

Nick Sponaugle – Yosemite Hospitality
Ron Halcrow – Yosemite Plaisance Bed & Breakfast
Candy O’Donel Browne – Community Member
Christian Mueller – The Redwoods in Yosemite
Victoria Imrie – Community Member

Advisors Present:

Danette Toso – Mariposa County BOS

Advisors not in attendance:

Jenni Kiser – 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 and Content
Aaron Demery – Operations Manager
Craig Polson – Social Media Content Curator

Visitors in attendance:

None.

CALL TO ORDER:



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Board of Directors Meeting Minutes
October 16, 2025

- The meeting was called to order at 1:40 PM by Board Chair – Brett Archer

SELF-INTRODUCTION BY THOSE IN ATTENDANCE

PUBLIC COMMENTS WITHIN THE SCOPE OF THIS BOARD

MaryAnn Huff – Thank you for supporting Coyote Fest with a donation and thanks you for having a booth. It was great to see you guys there. We went from two days down to one this year and were concerned at first, but it was a huge success. We had some good traffic in town and are still seeing a decent amount.

Aaron Demery – BOD Appreciation dinner announcement.

Jonathan Farrington – I reached out to PGE after the comments from our last meeting and a representative was supposed to be here today. We will attempt to reschedule if possible.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update

No update due to the government shutdown.

Mariposa County Board of Supervisor Update

Danette Toso – We are still working on permits for the 250th Birthday celebration we spoke about last meeting. We also would like to do some sort of show. We had considered drones, but the price is quite steep. We would need to reach out to local businesses for support if we went that route. We considered fireworks but given we are in wildfire country we are hesitant. We are also seeing more traffic in town which is good for business

Partner Comments or Updates

Jonathan Farrington – This is the section for us to hear from you about 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. We have a lot of knowledgeable people from the tourism industry at these meetings, and we want to make sure we are utilizing this knowledge base.

Discussion took place about lodging occupancy and business impacts with each board member giving an overview of how their property or business fared during peak season, how things are



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looking going into the holidays, international travel volumes, trends, and what they are seeing in their market. Discussed current difficulties with rates, reservations, and how the changes they have implemented are working.

Treasurer's Report – Jonathan Farrington

Executive Directors Update – Jonathan Farrington

- See Update for full report.

Marketing Update – YMCTB Staff

- See Update for full report.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

Approval of minutes from August 14th Board Meeting.

Motioned By: MaryAnn Huff
Seconded By: Scott Randall
Roll Call: Motion Passes

No Closed Session

Meeting Adjourned 2:58 PM