



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
March 19, 2026

Meeting Location: Mariposa Board of Supervisors Chambers

In Attendance:

This was an in-person only meeting.

Directors Present:

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

Board Member not in attendance:

Kim Brisack – Big Table Ranch
Jessie Fischer – Yosemite Resorts
Autumn Bragdon – Autocamp
Debbie Scudder – Yosemite Hospitality

Advisors Present:

Danette Toso – Mariposa County BOS
Jenni Kiser – 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
Noel Morrison – Tourism Development Director
Aaron Demery – Operations Manager
Craig Polson – Social Media and Content Curator

Visitors in attendance:

None.



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CALL TO ORDER:

- The meeting was called to order at 1:38 PM by Board Chair – Brett Archer

SELF-INTRODUCTION BY THOSE IN ATTENDANCE

PUBLIC COMMENTS WITHIN THE SCOPE OF THIS BOARD

MaryAnn Huff – We are working on Coyote Fest. It will be our 40th year. It will also be Americas 250th Birthday. Instruct any vendors interested to please contact us.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update - None

Mariposa County Board of Supervisor Update

Danette Toso & Jenni Danette – We are still working on the 250th birthday celebration. The blueprint for the event has changed somewhat and will be similar to when butterfly was held in town. Vendors will be spread out throughout downtown. All are welcome to participate in decorating their storefront. We plan to have some sort of cart system to help people get to and from parking areas. The farmer’s market is planned to have many food trucks.

Mariposa Butterfly is helping by accepting donations on behalf of the county, since they are already set up as a 501c3. Feedback from the public has been phenomenal, people seem excited. There will be a night parade and after that finishes there will be a drone show. The website for the event should be live this week. Once it is, then there will be more information on how people can get involved.

Partner Comments or Updates

Discussion took place about lodging occupancy and business impacts with each board member giving an overview of how their property or business fared through the holidays. Partners expressed concerns over decreased tourism levels. Some were able to make up for decreased occupancy at the end of each month with short-term booking windows.

Treasurer’s Report – Ron Halcrow

Executive Directors Update – Jonathan Farrington



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- 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 March 19th, 2026, Board Meeting.

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

Closed Session 3:06

Meeting Adjourned 3:51