



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
Board of Directors Meeting Minutes  
May 14, 2026

**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  
Christian Mueller – The Redwoods in Yosemite  
MaryAnn Huff – Community Member  
Ron Halcrow – Yosemite Plaisance Bed & Breakfast  
Debbie Scudder – Yosemite Hospitality  
Kim Brisack – Big Table Ranch

**Board Members not in attendance:**

Jessie Fischer – Yosemite Resorts  
Autumn Bragdon – Autocamp  
Victoria Imrie – Community Member  
Brett Archer – Delaware North – Tenaya at Yosemite

**Advisors Present:**

Jenni Kiser – Mariposa County BOS  
Scott Gediman – Yosemite National Park

**Advisors not in attendance:**

Danette Toso – Mariposa County BOS

**YMCTB Staff in attendance:**

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

**YMCTB Staff not in attendance:**

Kim Lawson – Director of Communications and Content



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**Visitors in attendance:**

Trevor Dixon  
Jeanne-Ann Pine  
Lisa Edelheit  
Brenda Ostrum

**CALL TO ORDER:**

- The meeting was called to order at 1:36 PM by Board Vice Chair – Scott Randall

**SELF-INTRODUCTION BY THOSE IN ATTENDANCE**

**PUBLIC COMMENTS WITHIN THE SCOPE OF THIS BOARD**

Lisa Edelheit – I am wanting to be more involved due to this RFP process with the county. I did not think it was done properly as they did not bring in the right expertise to do so. I don't think the budgeting of the county is being done properly and the services that are needed are not being provided for. I want to help fix these problems. I know the tourism bureau does good work and has worked with the visitor center on this.

**INFORMATION AND PRESENTATION MATTERS**

**Yosemite National Park Update**

Scott Gediman – Last week we had a wonderful European FAM group visit the park along with Kim. I am very proud of how things went. It was a great day overall. These were top tier journalist from France, Germany, etc.

We had a successful frog release recently. We had over a hundred participants this year. They are now a self-sustaining population. We are working hard on the Smithsonian Royal Initiative. Kim is also getting involved to help out there as well.

Tioga Road is scheduled to open tomorrow morning. We are seeing a lot of visitors and the falls are gorgeous. We are getting more seasonal staff on board which we are pleased about. We are working very hard to amplify the message that all are welcome to come visit Yosemite.

Debbie Scudder – We almost had our best February ever. March was great. We did a refresh of the Glacier Point building. We are trying to elevate the Ahwahnee dining experience. We have changed our menu to prix fixes of either 5 or 7 courses. We have new management and kitchen



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staff. We are also close to finishing the geology hut. Wawona stables will be open; we are currently transferring horses. The golf course is unfortunately delayed

**Chamber of Commerce/Mariposa Visitors Center**

Trevor Dixon – The chamber and Visitors Center work hand and hand. I would like to see Mariposa be a little less reliant on the park and be a destination in itself. I think we need a lot more collaboration with businesses in our small town. I want to be able to tell businesses what the chamber can do for them and have it resonate with them. The Visitors Center already helps by directing tourists to local businesses and we hope that can continue.

**Mariposa County Board of Supervisor Update**

Jenni Kiser – The plan for the 250<sup>th</sup> celebration is coming together. The county has set aside \$100,000 for the event. The difference in cost is being made up through donations. Community members and business are getting involved and their donations are allowing this to come together to be quite the event.

The Visitors Center is an important conversation that is still ongoing. There were some gaps in understanding when it comes to what we already provide as a county. Thank you to the whole community who showed up to the meeting. They will be making a new RFP. There will be a town hall to gather info from the public. The supervisors will see this RFP before it goes public.

**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**

- See Update for full report.

**Marketing Update – YMCTB Staff**

- See Update for full report.



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**ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA**

Approval of minutes from May 14<sup>th</sup> Board Meeting.

Motioned By: Ron Halcrow  
Seconded By: MaryAnn Huff  
Roll Call: Motion Passes

Approval of the proposed FY 2026/2027 Budget

Motioned By: Kim Brisack  
Seconded By: Debbie Scudder  
Roll Call: Motion Passes

Approval of the ability of the YMCTB Executive Director to increase or decrease the paid marketing budget, excluding fixed costs or salary, within a \$250,000 limit to revenues during FY 2026/27

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

**Closed Session 3:55**

**Meeting Adjourned 4:50 PM**