



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
August 17, 2023

In Attendance:

This meeting was as an in person only meeting. With the exception of Gautam Patel who called in Via Zoom.

Directors Present:

Kevin Shelton – Yosemite Resorts
Donna Nassar – Community Member
MaryAnn Huff – Northern Mariposa County
Chelsie Layman – Yosemite Hospitality
Scott Randall – Autocamp Yosemite
Victoria Imrie – Yosemite Zipline & Adventure Ranch
Christian Mueller - The Redwoods in Yosemite
Ron Halcrow – Yosemite Plaisance Bed & Breakfast
Gautam Patel – Foothills Hospitality (Via Zoom)

Board Member not in attendance:

Candy O’Donel Browne – Community Member
Kim Brisack - Coulter Café and Vacation Rental
Douglas Shaw – Board Treasurer
Brett Archer– Delaware North – Tenaya Lodge

Advisors Present:

Danette Toso – Mariposa County Board of Supervisors

YMCTB Staff in attendance:

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

Visitors in attendance:

Kari Kisela (Chamber of Commerce and Mariposa Visitor Center)

CALL TO ORDER:

- The meeting was called to order at 1:30 PM by Kevin Shelton



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SELF-INTRODUCTION BY THOSE IN ATTENDANCE

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA BUT WITHIN THE SCOPE OF THIS BOARD - Members of the audience may address the Board on matters, not on the regular agenda. Brown Act regulations restrict the Board from taking action on any subject presented that is not on the agenda.

MaryAnn Huff- Coyote Fest September 23/24th. I have brought posters and cards for you to use to spread the word.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update

Chelsie Layman – The roads are open finally. Starbucks has opened at Yosemite Valley Lodge. Day Traffic is beginning to subside a bit on weekdays.

Kevin Shelton – Is Sentinel Bridge open?

Chelsie Layman – No it is not. The date of the reopening keeps getting pushed back.

MaryAnn Huff – What are the gates looking like, are there better days or times to recommend? Are there any controlled burns. We sometimes get smoke from the direction of the park, and I was wondering when they are doing them are they scheduled?

Chelsie Layman – The best days to recommend are weekdays as we continue to see high number on the weekends in terms of traffic and delays. I am unsure about controlled burns or any burns that are scheduled.

Kevin Shelton – There has only been about a 5% increase in total vehicles to the park if the entire park is taken into account. In previous years Glacier Point and Tuolumne were open which thinned out the valley traffic. Because they are closed the park service is saying it is a 30% increase.

Kari Kisela – Is the Mariposa Grove Shuttle running?

Chelsie Layman – Yes.



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Kari Kisela – What are the busiest days?

Chelsie Layman – Friday, Saturday, and Sunday

Mariposa County Board of Supervisor Update

Danette Toso – I have been overhearing a lot of tourists who are coming through talking about the great service they are receiving at the local establishments in Mariposa. They have good things to say about the employees in our County.

Partner Comments or Updates –

Kevin Shelton – El portal has been busy. This is our highest summer since before covid.

MaryAnn Huff – I can't speak for businesses, but we have had many Europeans coming though North County. We have had some great conversations when they stop in. We have a new deli. We are gearing up for Coyote Fest. The water park is bringing in some good business to the area from people coming into town to get something to eat.

Jonathan Farrington – Splash and Dash is doing well and creating a lot to do on that side of the county.

Scott – July was our busiest month on record. It is starting to calm down some.

Ron Halcrow – July was our best month ever. We had a booking rate of over 90% occupancy. Most of our guest were from Europe, Last minute bookings are helping a lot. In previous years if we had a cancellation a few days prior to a reservation, we could not fill it. People needed to plan ahead in order to get into the park. Now they are able to book at the last minute and go.

Treasurer's Report – Jonathan Farrington

Executive Directors Update – Jonathan Farrington

- See presentation for full report.

YMCTB Staff PowerPoint Update

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA



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Approval of minutes from May 18th Board Meeting.

Motioned By: MaryAnn
Seconded By: Victoria Imrie
Roll Call: Motion Passes

Jonathan Farrington – We have received confirmation of the desire for Board membership renewal from all but one of our current board members. Donna Nassar will be retiring from the board after being involved with the organization for 25 years.

Kevin Shelton –

- Reading of Donna Nassar’s resignation letter

Kevin Shelton – Thank you for your investment of time and the wisdom you have brought to this organization. The Board accepts your letter of resignation.

Kevin Shelton –

- Kim Brisack was spoken to and would like to remain on the Board.
- MaryAnn Huff would like to remain on the Board.
- Victoria Imrie would like to remain on the Board.
- Gautam Patel was spoken to and would like to remain on the Board.
- Douglas Shaw was spoken to and would like to remain on the Board.
- Kevin Shelton would like to remain on the Board for the remaining tenure with Yosemite Resorts.

Motion to accept the slate of Board members who wish to stay on the board.

Motioned By: Scott Randall
Seconded By: Chelsie Layman
Roll Call: Motion Passes

Approval of Nomination of Kevin Shelton to Board Chair by Christian Mueller.

Motioned By: Christian Mueller
Seconded By: Ron Halcrow
Roll Call: Motion Passes



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Approval of Nomination of Brett Archer to Board Vice Chair by Christian Mueller.

Motioned By: Christian Mueller
Seconded By: Donna Nassar
Roll Call: Motion Passes

Approval of Nomination of Douglas Shaw to Board Treasurer by Scott Randall.

Motioned By: Donna Nassar
Seconded By: Ron Halcrow
Roll Call: Motion Passes

Approval of Self Nomination of Ron Halcrow to Board Secretary.

Motioned By: MaryAnn Huff
Seconded By: Chelsie Layman
Roll Call: Motion Passes

Approval for the renewal of the current slate of Marketing Committee members minus Donna Nassar.

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

Approval for the renewal of the current slate of HR committee members with Donna Nassar removed and the addition of Ron Halcrow and Kim Brisack.

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

Approval of the renewal of the current slate of Advisors

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



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Approval of the renewal of the current slate of Donation Committee

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

Approval of the Board of Directors Meeting schedule as presented for the 2023/2024 year.

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

Comments – Discussion on YNP access plan and the stance YMCTB should take towards it.

- Board decision to remain neutral.

Closed Session – Entered at 4:25 PM

Meeting Adjourned 4:50 PM