



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
March 7, 2024

In Attendance:

This was an in-person only meeting.

Directors Present:

Kevin Shelton – Yosemite Resorts
MaryAnn Huff – Northern Mariposa County
Chelsie Layman – Yosemite Hospitality
Scott Randall – Wildhaven Yosemite
Victoria Imrie – Yosemite Zipline & Adventure Ranch
Brett Archer – Delaware North – Tenaya at Yosemite
Ron Halcrow – Yosemite Plaisance Bed & Breakfast
Candy O'Donel Browne – Community Member

Board Member not in attendance:

Kim Brisack – Coulter Café and Big Table Ranch
Christian Mueller – The Redwoods in Yosemite
Gautam Patel – Foothills Hospitality

Advisors Present:

Scott Gediman – Yosemite National Park Service

YMCTB Staff in attendance:

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

Visitors in attendance:

None

CALL TO ORDER:

- The meeting was called to order at 1:36 PM by Kevin Shelton

SELF-INTRODUCTION BY THOSE IN ATTENDANCE



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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 – Thank you for coming to the North County Gala for the reopening of the Museum. We always appreciate it when the Tourism Bureau shows up to our community events.

Kevin Shelton – FFA will be hosting donkey basketball tonight to support local farmers. If you have never seen donkey basketball, then I suggest you come out. It is a very fun time.

Tomorrow there will be a community meeting on Highway 41 for YGP. It is being done to showcase to the community the purpose of the organization and what we are all about. We will be doing more events if you are unable to attend this one.

Jonathan Farrington – Yes, the idea behind these meetings is to get conversations started with locals and get more involved in the communities we represent.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update

Scott Gediman – We have been watching the ongoing negotiations in the capital and there should not be a shutdown. Hopefully anyways we are still monitoring.

We had the closure in Yosemite this past weekend. Thankfully it was not nearly as bad as was forecasted. There were some downed trees but no injuries. We have gotten some flack for closing, but it was done for safety and best to err on the side of caution.

Even though the Horsetail Fall event is over, we are still getting a lot of people coming and congesting the area in the evenings.

Peak Hours Reservations are beginning in a few weeks. NPS contracts with recreation.gov, which is the vendor in control of the online reservations process. We know there are issues with not being able to get reservations sometimes and we are doing what we can to communicate that to recreation.gov.



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Board of Directors Meeting Minutes
March 7, 2024

Jonathan Farrington – Is there a contact we could get to be able to address the issues without having to constantly bother you? You are our contact for the national park, and we don't want to have to bug you.

Scott Gediman – The only contact we have is for customer support for the website. That is all that I can give in terms of who to direct people to. I appreciate the desire to not bog me down. I want to go ahead and note that we have taken a lot of feedback and tried to implement a few ideas such as three day passes instead of seven. We are not going to have a system that makes everyone happy, but we are trying to make it the best we can.

There was a lengthy conversation about a comment made by Jonathan at the MC BOS meeting that the reservation system would reduce business levels by up to 25%. Scott laid out the concern and Jonathan responded. The comment was made regarding the counties review of Short-Term Rental's or (STR), the comment period, and community meetings followed.

Mariposa County Board of Supervisor Update – None

Jonathan Farrington – Supervisor Toso sends her regrets she could not attend as they are having emergency budget meetings.

Partner Comments or Updates – None

Treasurer's Report – Jonathan Farrington

Executive Directors Update – Jonathan Farrington

- See presentation for full report.

YMCTB Staff Marketing Update

- See marketing report.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

Approval of minutes from October 19th Board Meeting.

Motioned By: MaryAnn

Seconded By: Chelsie Layman



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Roll Call: Motion Passes

Acceptance of the resignation of Douglas Shaw from the Board of Directors.

Motioned By: Candy O'Donel Browne

Seconded By: Ron Halcrow

Roll Call: Motion Passes

Approval of the replacement of Treasurer by Ron Halcrow and Secretary by Kim Brisack.

Motioned By: Candy O'Donel Browne

Seconded By Chelsie Layman

Roll Call: Motion Passes

Approval of the appointment of Jessie Fischer to the Marketing Committee.

Motioned By: Brett Archer

Seconded By: Candy O'Donel Browne

Roll Call: Motion Passes

Closed Session – None

Meeting Adjourned 3:22 PM