



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
May 16, 2024

In Attendance:

This was an in-person only meeting.

Directors Present:

Kevin Shelton – Yosemite Resorts
MaryAnn Huff – Northern Mariposa County
Scott Randall – Wildhaven Yosemite
Victoria Imrie – Yosemite Zipline & Adventure Ranch
Ron Halcrow – Yosemite Plaisance Bed & Breakfast
Candy O'Donel Browne – Community Member
Kim Brisack – Coulter Café and Big Table Ranch
Christian Mueller – The Redwoods in Yosemite

Board Member not in attendance:

Gautam Patel – Foothills Hospitality
Chelsie Layman – Yosemite Hospitality
Brett Archer – Delaware North – Tenaya at Yosemite

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 1:30 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 – North County is gearing up for Coyote Fest. We always appreciate the support from the Tourism Bureau and Community.

Kevin Shelton – Small Town Ho Down is the last weekend in June. I invite all who are able to attend. It will be a good time.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update

Scott Gediman – We had the strike gold trip a week ago. It was with a great group. One if not the best FAM trips we have done ever. What stuck with me was how we all worked together. The FAM trip was phenomenal. Glacier Point opened Tuesday, however we were able to take the group up to Glacier Point prior to its opening. They are working on Tioga, and it will be open hopefully in the next few weeks. The waterfalls in the park are amazing as well.

Jonathan Farrington – What about the shuttles for Mariposa Grove?

Scott Gediman – The shuttles should be up and running any day. There was a delay because of paperwork submissions. There has been some treework which has caused some traffic delay, but this will finish this week.

Kim Brisack – Are people buying passes at the visitor center?

Jonathan Farrington – There used to be funding that helped with the program for people to get passes at visitor centers but that ended some time back.

Scott Gediman – Part of the issue with that is budget and also a personnel issue.

Kim Brisack – Could we get information or passes to sell in Coulterville?

Jonathan Farrington – It is a ranger doing transactions, so a ranger would need to be present at the visitor's center.



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Tony McDaniel – Is there concern about flooding due to snowmelt like last year?

Scott Gediman – There are no concerns, I looked at the river level just today and it is at a very safe level.

There was a conversation amongst the board members on the current state of the lodging industry.

Christian Mueller – Two to Three months ago I was worried, but we have been taking reservations like there is no tomorrow.

Scott – We are sitting above 70% even midweek. Our booking window has been short.

Ron – I haven't spoken to many of my peers, but we tend to get booked further out. We did well in the beginning of the year, and it is slowing down. Around 75% of our bookings are international.

Kevin – The view is about 70% occupancy and cedar is a bit less.

Mariposa County Board of Supervisor Update – None

Partner Comments or Updates – None

Treasurer's Report – Jonathan Farrington

Budget Presentation – Jonathan Farrington and Ellen Bergstone Wasil

Executive Directors Update – Jonathan Farrington

- See Update for full report.

YMCTB Staff Marketing Update

- See Update report.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA



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Approval of minutes from March 21st Board Meeting with the correction in “support of farmers” changed to “the local FFA”.

Motioned By: Candy O’Donel Browne
Seconded By: Victoria Imrie
Roll Call: Motion Passes

Nomination and approval of Board members to vacant seats. Nomination of Autumn Bragdon from Autocamp Yosemite and approval the of BOD seat change of Chelsie Layman with Nick Sponaugle from Yosemite Hospitality.

Jonathan Farrington introduced Autumn Bragdon and explained that a spot on the Board had been saved for when Autocamp named its new General manager.

Motioned By: Kim Brisack
Seconded By: Scott Randall
Roll Call: Motion Passes

Consideration and Approval of the 2024/2025 Budget and the ability for the YMCTB Executive Director to increase or decrease the paid marketing budget, excluding fixed costs or salary, within a \$200,000 limit to revenues during the FY 2024/25.

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

Closed Session

Meeting Adjourned 4:25 PM