



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU  
Board of Directors Meeting Minutes  
August 15, 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  
Nick Sponaugle – Yosemite Hospitality  
Autumn Bragdon – Autocamp  
Brett Archer – Delaware North – Tenaya at Yosemite

**Board Member not in attendance:**

**Advisors Present:**

**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 1:34 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 – Coyote Fest is right around the corner. We hope you can all come out and have a great time with us. We in North County always appreciate the support we get from the Tourism Bureau and Board members.

Jonathan Farrington – Presented Donation check and noted that the Tourism Bureau is always happy to support Coyote Fest.

Victoria Imrie – County Fair is also coming up soon. A lot of our county's young people participate in the fair's events and any support we can give them is always appreciated.

**INFORMATION AND PRESENTATION MATTERS**

**Yosemite National Park Update**

Nick Sponaugle – There are many changes going on in the park, but I can only speak about some of them. The Ahwahnee dining room is reopening. Working on the beginning phases of more housing in the park. We had a meeting with some gentlemen from Washington. We spoke about the future of the park and our relationship moving forward.

**Mariposa County Board of Supervisor Update – None**

**Partner Comments or Updates**

Brett Archer – Tenaya renovations are coming to a close. We are having lots of last-minute reservations.

Scott Randall – We are getting a lot of last-minute reservations as well. We changed our cancellation to 6 days instead of 7 so people can try to take advantage of last-minute park reservations since they are released a week in advance.

Kim Brisack – We in North County are driven more by events during the summer and don't get as many looking at Airbnb's



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Jonathan Farrington – Raj Patel is also seeing the same thing, very short booking windows. Historically 50% of all Bookings were done more than 70 days out. The demographic for that has been 50-70, Our current advertising campaigns are targeting those individuals.

Kevin Shelton – Weekdays have been up for us but walk in traffic has been down, especially on weekends due to people not being able to get reservations.

Victoria Imrie – I’ve been hearing for other businesses like photographers, that their patrons are shifting to areas such as bass lake.

Christian Mueller – We were running close to full we had to change our rates.

Jonathan Farrington – Do any of you read the Air DNA reports we send out?

Scott Randal – Yes, do you have any historical info?

Jonathan Farrington – No, unfortunately its all based on the years reporting. We need more properties to report to STR for us to get better reporting.

**Treasurer’s Report – Ron Halcrow**

**Executive Directors Update – Jonathan Farrington**

- See Update for full report.

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

Approval of minutes from August 15<sup>th</sup> Board Meeting with the correction of Brett moved to not being in Attendance.

Motioned By: Maryann Huff

Seconded By: Kim Brisack

Roll Call: Motion Passes



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Renomination and approval of Brett Archer to the Board of Directors.

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

Nomination and approval of the presented slate of changes to the Board of Directors including the replacement of Kevin Shelton with Brett Archer as Board Chair.

Motioned By: Kim Brisack  
Seconded By: Candy O'Donel Browne  
Roll Call: Motion Passes

Jonathan Farrington – Thank you Kevin for your many years of service as Board Chair.

Approval of the Proposed schedule for the 2025 Board of Directors meetings.

Motioned By: Kevin Shelton  
Seconded By: Kim Brisack  
Roll Call: Motion Passes

Conversation – on VAMP Draft Plan. Created short statement on the position from the Tourism Bureau.

- See the final statement from the Tourism Bureau on VAMP.

Approval to support the proposed statement.

Motioned By: Kim Brisack  
Seconded By: Kevin Shelton  
Roll Call: Motion Passes

**YMCTB Brand Refresh Update**

- See Update report.

**YMCTB Staff Marketing Update**

- See Update report.



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**No Closed Session**

**Meeting Adjourned 4:14 PM**