



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Board of Directors Meeting Minutes
October 17, 2024

In Attendance:

This was an in-person only meeting.

Directors Present:

MaryAnn Huff – Northern Mariposa County
Victoria Imrie – Yosemite Zipline & Adventure Ranch
Ron Halcrow – Yosemite Plaisance Bed & Breakfast
Candy O’Donel Browne – Community Member
Nick Sponaugle – Yosemite Hospitality
Brett Archer – Delaware North – Tenaya at Yosemite
Kevin Shelton – Yosemite Resorts

Board Member not in attendance:

Scott Randall – Wildhaven Yosemite
Kim Brisack – Coulter Café and Big Table Ranch
Autumn Bragdon – Autocamp
Christian Mueller – The Redwoods in Yosemite

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:

Jessie Fischer – Yosemite Resorts

CALL TO ORDER:

- The meeting was called to order at 1:36 PM by Brett Archer

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



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regular agenda. Brown Act regulations restrict the Board from taking action on any subject presented that is not on the agenda.

MaryAnne Huff – Thank you to the Bureau for being part of Coyotefest and for having a booth. We appreciated your presence. Coyotefest continues to grow and get better each year. We had the chamber of commerce participate as well this year. As you know Coyotefest is for a good cause. All proceeds go to the history museum, and we look forward to your support next year.

Brett Archer – How many people attended?

Marry Ann Huff – We are estimating about 2000 – 2500.

Jonathan Farrington – The Mariposa Car show is this weekend. Please show support by attending if able.

Kevin Shelton – Sausage and Suds is fast approaching.

INFORMATION AND PRESENTATION MATTERS

Yosemite National Park Update

Nick Sponaugle – Service at the Wawona will be discontinued December 2nd.

Jonathan Farrington – Is this permanent or temporary?

Nick Sponaugle – At this time it is assumed to be temporary, but we have no timeline for reopening. We have been asked to remove all items from the property. We want to ensure that we pay attention to everything that needs to be paid attention to. It is a national treasure, and it deserves to be preserved.

Mariposa County Board of Supervisor Update – None

Partner Comments or Updates

Jonathan Farrington – We would like to open the floor and ask how your occupancy for the quarter is going.



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Brett Archer – Tenaya has had somewhat of a lackluster year due to the renovations closing rooms. October has had good occupancy due to meeting and conferences. November and December are pacing ahead and hopefully they offset some of the early year.

Kevin Shelton – October was also good for us. November and December are a bit behind. For us Thanksgiving and Christmas bookings are usually last minute. We have seen some pickup in traffic after the reservation system ended.

Brett Archer – Our biggest booking windows are 91 plus and then 0-7. Last-minute bookings are vastly outpacing others.

Ron Halcrow – We are an outlier. We have a good summer, and we have had a slow October. We will probably be closed until the first of the year. We will open for return customers during the closed season if we are contacted.

Jonathan Farrington – I spoke to the owners of Yosemite Inn. It is filling up which speaks to the desire for lower pricing. Quality inn however is struggling last we spoke.

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 15th Board Meeting.

Motioned By: Maryann Huff

Seconded By: Kevin Shelton

Roll Call: Motion Passes

Accept the resignation of Board Vice Chair Kevin Shelton

Motioned By: Victoria Imrie

Seconded By: Candy O’Donel Browne

Roll Call: Motion Passes



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Jonathan Farrington – Thank you Kevin for your many years of service on the Board.

Jonathan Farrington – Gave a background on Jessie Fischer and mentioned the recommendation from Yosemite Resorts and Kevin Shelton for a seat on the board.

Approval of the nomination of Jessie Fischer to the Board of Directors.

Motioned By: Candy O’Donel Browne
Seconded By: Nick Sponaugle
Roll Call: Motion Passes

Jonathan Farrington – Scott Randall who is not present due to prior engagement has agreed to accept the nomination for the position of vice board chair

Approval of the nomination of Scott Randall to the position of Vice Board Chair.

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

YMCTB Brand Refresh Update

- See Update report.

YMCTB Staff Marketing Update

- See Update report.

No Closed Session

Meeting Adjourned 3:20 PM