



MEETING MINUTES  
BOARD OF SUPERVISORS, COUNTY OF MONO  
STATE OF CALIFORNIA

Regular Meetings: The  
First, Second, And Third  
Tuesday of each month

Regular Meeting

County Courthouse,  
Bridgeport, CA 93517

July 6, 2010

9:01 AM Meeting called to Order by Chairman Hunt.

Pledge of Allegiance led by Supervisor Peters.

**OPPORTUNITY FOR THE PUBLIC TO ADDRESS THE BOARD**

**Tim Hansen:**

- There are no pay phones left in Mono County; a woman had a medical emergency recently. Cell phone service is not very dependable.
- Perhaps sometime in the future, we need to address this issue. Maybe install emergency call boxes throughout the county.
- Doesn't consider this a luxury thing, more of an emergency thing. This might need to happen through Emergency Services.
- Supervisor Hazard: Two issues: no pay phones, no mailboxes. These are no longer viable; not worth maintaining anymore.

**BOARD MEMBER REPORTS**

**Supervisor Bauer:**

- She's doing her part for the Film Commission; Rachel Ray piece was finally on T.V.
- Collective bargaining mandate.
- YARTS meeting on 7/26/10.
- Tomorrow she starts moving the June Lake Visitors' Center.

**Supervisor Farnetti:**

- ABSENT

**Supervisor Hunt:**

- Forego board report due to time constraints.
- 4<sup>th</sup> of July in Mammoth was very successful.

**Supervisor Peters:**

- 6/16 – 30 minute spot on KMMT, then met with Sally Miller on mining issues.
- 6/17 – CSA presentation at RPAC.
- 6/23 – Jury Duty; he got bounced in afternoon
- 6/24 – met with NFWF representative; that evening had WRID meeting.
- 6/25 – met with Sally Miller again.
- 6/28 - IMAAA meeting.

- 6/29 – closed session meeting, didn't like being in two different locations.
- Antelope Fire District, incoming and outgoing chiefs – some communications problem with building dept. and local fire districts
- 7/3 – three homeowner meetings: Twin Lakes, Bridgeport, Virginia Lakes.
- Elected to Yosemite Gateway Partners Board. First meeting on Thursday.

**Supervisor Hazard:**

- 6/15 left for RCRC meeting in Sacramento: several Assembly Bill issues addressed; attended various meetings.
- 6/21 RCRC in Modoc; increase vehicle license fee by .15% only way to insure future COPS grants funding.
- Met with Supervisors from Inyo and Kern County; provided an update for Kern County on Digital 395.
- 6/25 - sick
- 6/28 – IMAAA meeting; passed contracts.
- 6/28 Benton RPAC – discussed MOUs.
- 6/29 – Special Board Meeting.
- 6/30 – Crowley Lake RPAC meeting: No Shooting Ordinance.
- 7/2 – Benton office hours
- Received emails from more mobile home tenants.
- Going to ask for adjourned meeting to be held in August.
- DMV related Bill to hopefully be passed.

**COUNTY ADMINISTRATIVE OFFICE**

- 1) **CAO Report regarding Board Assignments (David Wilbrecht)**  
Receive brief oral report by County Administrative Officer (CAO) regarding his activities.

**Dave Wilbrecht:**

- Tomorrow Management meeting/locations are split between north and south counties.
- Continuing to work with Lee Vining Airport, various meetings.
- Working on budget stuff.
- Personnel issues in Assessor's office.
- Following up with emails and checklists.

- 2) **APPROVAL OF MINUTES**

- M10-144** A. Approve minutes (as amended below) of the regular meeting held June 8, 2010.

**Hazard/Peters 3-0; 2 Absent: Bauer, Farnetti**

**Supervisor Hazard:**

- Correction to his comments on page 12. His comment should read: 10-12 last MILE providers, not last minute providers.

- M10-145** B. Approve Minutes (as amended below) of the Regular meeting held on June 15, 2010

**Bauer/Peters 3-0; 1 abstain: Hunt; 1 absent: Farnetti**

**Supervisor Peters:**

- Correction to page 12, Tourism Commission item. Second bullet should read, "Do you have any game plan for how to market to film and television producers,

commercial production companies, and still photographers?"

C. Approve Minutes of the Special meeting held on June 15, 2010.  
**Bauer/Peters 3-0; 1 abstain: Hunt; 1 absent: Farnetti**

**M10-146**

***Closed Session: 9:10 a.m.***  
***Break: 10:11 a.m.***  
***Reconvene: 10:16 a.m.***  
***Lunch: 12:15 p.m.***  
***Reconvene: 1:15 p.m.***  
***Break: 2:21 p.m.***  
***Reconvene: 2:33 p.m.***  
***Break: 3:33 p.m.***  
***Reconvene: 3:46 p.m.***  
***Closed Session: 4:39 p.m.***  
***Adjourn: 4:56 p.m.***

#### CLOSED SESSION

***There was nothing to report out of closed session.***  
***Afternoon closed session: nothing to report.***

#### BOARD OF SUPERVISORS

- 3a) Closed Session--Human Resources - CONFERENCE WITH LABOR NEGOTIATORS. Government Code Section 54957.6. Agency designated representative(s): Dave Wilbrecht, Brian Muir, Marshall Rudolph, Mark Magit, Sheriff Scholl, Mary Booher, and Jim Arkens. Employee Organization(s): DSA.
- 3b) Closed Session--Human Resources - CONFERENCE WITH LABOR NEGOTIATORS. Government Code Section 54957.6. Agency designated representative(s): Dave Wilbrecht, Brian Muir, Lynda Roberts, Marshall Rudolph, Mary Booher, and Jim Arkens. Unrepresented employee(s): Assistant Director of Finance/Auditor/Controller and Assistant Director of Finance/Treasurer/Tax Collector and Assistant Clerk/Recorder/Registrar/Clerk of the Board.
- 3c) Closed Session--Human Resources - CONFERENCE WITH LABOR NEGOTIATORS. Government Code Section 54957.6. Agency designated representative(s): David Wilbrecht, Marshall Rudolph, Brian Muir, Jim Arkens and Mark Magit. Employee Organization(s): MCPE Local 39.
- 4a) Closed Session--Legal Counsel - CONFERENCE WITH LEGAL COUNSEL--ANTICIPATED LITIGATION. Significant exposure to litigation pursuant to subdivision (b) of Government Code section 54956.9. Number of potential cases: one.

#### **DEPARTMENT REPORTS/EMERGING ISSUES**

**(PLEASE LIMIT COMMENTS TO FIVE MINUTES EACH)**

##### **Sheriff Scholl:**

- Deputy Chris Callinan went to San Bernardino Sheriff's Dept to do training, he got a lot

of experience.

- John Pelichowski, newest Academy graduate, is now a Deputy; he was number one in the Academy and was their spokesperson.
- Supervisor Peters: great to have him stay in our County and make a career here.

**Stacey Simon:**

- Update on IRWMP (Inyo-Mono Regional Water Management Group.) MOU brought to Board recently; there was a meeting last Wednesday. An issue arose at that meeting that the Board should know about: A member of the Group requested support from the Group for a \$7 million grant it was submitting to California Parks and Recreation; issue is: how decisions should be made (proper notice, input, review, and direction from the Board). Courtney abstained from vote due to no board authorization; Stacey thinks that there should be a more formal process, a two meeting type process. Mark Drew asked for suggestions. She's happy to agendize this for a future meeting. She recommends that the process in the proposed MOU be followed.
- Supervisor Peters: he is surprised this happened like this. Doesn't think it's in the spirit of the Proposed MOU.
- Supervisor Hazard: theoretical problems have been talked about, now there are real problems. This is a real life concern, he'd like to see it agendized again.
- Board directed this to be agendized.

**Jeff Walters:**

4<sup>th</sup> of July celebration – they went into it with a tighter belt, just a few glitches:

- Late Sunday afternoon, trash became an issue. They were able to get it caught up.
- Road detours worked great, crews did great.
- No negative comments heard. With vendors leaving yesterday afternoon, it gave them a chance to do more trash cleanup.
- Power poles: SCE contacted, they should be here to deal with them soon.
- Supervisor Peters: he thought it went great.

**George Milovich, Agriculture Commissioner:**

- He gave a brief update.
- Spoke about Pesticide Permitting.
- There are a lot of issues relating to water in the agricultural realm.
- Supervisor Hazard: consistent with what they are hearing at RCRC. Asked George to look at details, keep Board posted.

**CONSENT AGENDA**

(All matters on the consent agenda are to be approved on one motion unless a board member requests separate action on a specific item.)

**Supervisor Peters asked that Item 5b be pulled for separate discussion and vote.**

**ECONOMIC DEVELOPMENT**

- 5a) Appointment of Lane Garrett to Mono County Fisheries Commission - Due to the recent submission of a letter of resignation from Jeremy Ross (copy in Board agenda packet), a vacancy on the Mono County Fisheries Commission needs to be filled. It is recommended that Lane Garrett, a recent candidate for the MCFC seat filled by Steve Marti, be appointed to fill out the term of Jeremy Ross.

- M10-147** **Action:** Appoint Lane Garrett to complete the term of Jeremy Ross, which ends April, 2011.  
**Hazard/Bauer 4-0, 1 absent: Farnetti**

- 5b) Trophy Trout Stocking Contract for FY 2010-11 - The current contract with Inland Aquaculture Group ( IAG ) for trophy trout stocking will expire on June 30, 2010. The cost of a new contract will remain the same as last year.

**M10-151** **Action:** Approve the Chair's signature on the attached contract for FY 2010-11.  
**PULLED** **Peters/Bauer 4-0, 1 absent Farnetti**  
**SEPARATE**

This item was pulled out of Consent items for discussion by Supervisor Peters:

- This is a very important contract. Wanted everyone to be aware of this terrific group; encouraged Board members to do a field trip at some point.

#### COMMUNITY DEVELOPMENT - PLANNING DIVISION

- 6a) Bridgeport RPAC Membership - Accept two resignations and make one appointment to the Bridgeport RPAC.

**M10-148** **Action:** Accept resignations of Barry Beck and Mike Garcia, and appoint Dave Brillenz to the Bridgeport Regional Planning Advisory Committee.  
**Hazard/Bauer 4-0, 1 absent: Farnetti**

#### FINANCE

- 7a) Debt Policy - Annual review of County Debt Policy.

**M0-149** **Action:** The Finance Department does not recommend any changes to the County Debt Policy.  
**Hazard/Bauer 4-0, 1 absent: Farnetti**

- 7b) Petty Cash Funds - Consider changes to approved petty cash funds.

**M10-150** **Action:** Approve cash fund of \$300 for Sheriff - Jail and eliminate cash fund of \$50 for Social Services - Walker Senior Center.  
**Hazard/Bauer 4-0, 1 absent: Farnetti**

#### REGULAR AGENDA

##### CORRESPONDENCE RECEIVED (INFORMATIONAL)

All items listed are available for review and are located in the Office of the Clerk of the Board

##### CLERK-RECORDER

- 8a) Mammoth-Yosemite Airport - Email letter from Stephen Kalish regarding safety issues at Mammoth-Yosemite Airport.

##### Supervisor Hazard:

- Had asked previously that this correspondence be made part of the record.
- Supervisor Peters – should this be referred to the airlines?
- Supervisor Hazard thinks it's beyond the scope of this Board to do much other than acknowledge it.

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***The Board acknowledged receipt of the correspondence.***

**ELECTIONS**

- 9a) Resolution of Appreciation--Information Technology Department (Lynda Roberts) - Resolution of Appreciation acknowledging election assistance provided by the IT Department.

**Action:** Adopt resolution acknowledging election assistance provided by the IT Department.

**Lynda Roberts:**

- Acknowledged both IT and Public Works for their help during the election, indicating how the Clerks' office would never be able to do the election without their help.

**Supervisor Hunt:**

- Read and presented the IT resolution.

- 9b) Resolution of Appreciation--Public Works Department (Lynda Roberts) - Resolution of Appreciation acknowledging election assistance provided by the Public Works Department.

**Action:** Adopt resolution acknowledging election assistance provided by the Public Works Department.

**Hazard/Bauer 4-0; 1 absent: Farnetti.**

**Supervisor Hazard:**

- He read and presented the Public Works resolution.

**BOARD OF SUPERVISORS**

- 10a) Mammoth Track Project at the Whitmore Recreation Area (Elaine Smith, Project and Accounting Manager, High Sierra Striders; Jim Smith, Director of Special Projects, High Sierra Striders; Deena Kastor, Olympian and America's Top Female Distance Runner; Andrew Kastor, President and Founder, High Sierra Striders) - The presentation will review the Mammoth Track Project. This effort is led by the High Sierra Striders, a non-profit organization, dedicated to promoting health and fitness through running in the Eastern Sierra. The Mammoth Track Project includes planning, design and construction of a high-performance running track and field with a synthetic infield and associated amenities at the Whitmore Recreation Area. Presenters will provide a full description of the planned project, as well as a summary of the process to date and plans for the future. This item was agendized at the request of Supervisors Hunt and Bauer.

**Action:** None.

**Elaine Smith:**

- Introduced Jim Smith, Andrew Kastor and Ray Jarvis (from Town).
- Discussed various past and upcoming events that the High Sierra Striders have been involved in that help raise money for this project.
- Mammoth Track Project: discussed the idea of forming a running track, showed picture boards to help illustrate the project. Site is the Whitmore Recreation area. It is a perfect site for training due to elevation, etc.
- What site offers: she handed out “props”, what the track is to be made of (all weather material); sample of synthetic infield which can be used for other activities (i.e. soccer) – chosen because it would not need to be watered; terrace seating, picnic pavilion (open air but covered), dirt fitness trail that goes around the track (about ½ mile) which will connect to the jeep roads that go around the ridge; paved parking area; building for additional training equipment such as weights, etc.; arch for beginning of parking area;
- Would be done in several phases; would like to break ground early next summer. They worked with an architect to get the plans done; they’ve also been working on the Town to get plans submitted and permits issued, then to DWP to go through their process.
- They are most excited about the potential programming for this site. Youth can have track teams/meets; Cerro Coso college can invite high school graduates up for summer to train and take course(s); Elite athletes – this will be a big draw for them to be able to do high altitude training; Soccer clubs will be able to use it more often than others in the area; will be managed by the Town for use and will be open to everyone.
- They are actively fundraising and have been for quite some time but they are doing it in two phases because of the amount of funding they will have at specific times.
- Track should last 10-12 years; they are hoping to get a bit more mileage out of it due to the snow covering it for part of year.
- Would hope to have it done in two years.

**Supervisor Comments:**

**Supervisor Bauer:**

- Difference between cross country vs. track running.
- Who will maintain it?
- How much money do they already have? Is there interim phasing.
- Is High School interested in having a track team?

**Supervisor Hunt:**

- Life expectancy of surface?
- What is season? May – early November?
- Provided you can raise the 3.3 million – completed in two years?
- He’s very interested in the other uses by various organizations. There is a ton of potential.

**Supervisor Hazard:**

- His questions/concerns have nothing to do with track, more about the county.
- Will this track overlap any property currently being leased by the county? He needs clarification on this.
- He’s concerned with the dollars currently being spent on ballfields up there, soccer has not had the opportunity to use them.
- Lighting? They can see bright lights from very far away at their residences. Public Works and Community Development need to stay on top of this issue as well.
- Concerned about maintenance of infield – dirt will be on top of the artificial surface.

**Supervisor Hunt:**

- Requested updates.

**Andrew Kastor:**

- A lot of cross country kids will do track running in the spring/summer

**Ray Jarvis:**

- The Town will be maintaining this facility.

- He does not think the project site overlaps county leased property. He thinks the current site space is LADWP property.
- He would like the opportunity to come back to the Board to discuss the dollars being spent on maintenance, etc.

## FINANCE

11a) Appropriation of Public Funds to Support Activities of Non-County Agencies and Organizations (Brian Muir) - Consider a policy regarding appropriation of public funds to support activities of non-County agencies and organizations.

**M10-152** **Action:** Adopt proposed policy with the following amendments suggested by Supervisor Hazard: 1. Funding appropriations to be increased or decreased on a percentage basis, spending limits to be set; 2. Interested groups will be asked who else they have asked for funding; and 3. Approved allocations should be used for that project only and not reallocated to a different project.

**Hazard/Bauer 3-1 Opposed: Peters, 1 absent: Farnetti**

### **Brian Muir:**

- Budget Committee came up with this policy regarding allocation of funds and the process for that.
- When organizations are allocated monies, a contract is initiated and there is a process.

### **Supervisor Hazard:**

- Increase or decrease on a percentage basis. Spending limits to be set.
- We should ask groups who else have they asked for funding?
- Anything that county allocates for a project, it should only be used for THAT project; can't be reallocated to a different project.

### **Supervisor Peters:**

- Has experience with this through Tourism Commission.
- Not in favor of way it's laid out. Should allocate as much money as budget can withstand; should be allocated between 5 districts; not on an annual basis because people think of projects as they come along; should be project oriented; should be spent within six months; should be post project reporting to have some accounting;
- Focusing on projects that aren't tourism or fisheries related, no double dipping.
- At the very least, once money amount is decided, we reach out to communities and organizations and let them know what to expect, what to do. Doesn't want anyone excluded, should start with a level playing field. Should be non-profit organizations. Wants this memorialized in some way.

### **Supervisor Hunt:**

- Likes basic concept laid out by Brian.
- Doesn't want the public to get the impression that county has lots of money to give away.

### **Supervisor Bauer:**

- This is not a new concept.
- The once a year thing does work.
- There are a lot of projects that cross district boundaries.
- A modified set up would be good.
- First couple of years the board should handle the decisions until kinks get worked out.
- They hold groups to a pretty high standard; not a project thing, it's an organization thing.

**Tim Fesko:**

- He is trying to understand where the distinction is between organizations, etc.

**David Wilbrecht:**

- You are asking for a set of criteria to be dealt with ahead of time. They can come up with a list of what has been previously funded, this can be compiled into one list.
- This can be used to determine future funding, how much can the Board afford to do? A plan can then be put together. Then some marketing could be done.

**HUMAN RESOURCES**

12a) Human Resources - Vacancy Report (Jim Arkens) - Presentation by Jim Arkens regarding position vacancy review.

**M10-153**      **Action:** Move that Mono County adopt a General Hiring Freeze from now until the approval of the new budget.  
**Hazard/Bauer 4-0 1 absent: Farnetti**

**Jim Arkens:**

- Brief review of the vacancies in Mono County as well as cost savings due to these vacancies.
- Discussed Excel spreadsheet (copy kept in meeting folder for today).
- Addressed out of pocket cost questions brought up by Supervisor Peters.
- Allocation list will change.

**Supervisor Hazard:**

- Recommends a general hiring freeze.
- He doesn't think it takes away the right to have discussions if/when they become necessary.

**Supervisor Bauer:**

- Thinks doing a general hiring freeze might cause problems.

**Brian Muir:**

- You already have everything going in front of you prior to any decisions being made.

**Supervisor Peters:**

- He agrees with the freeze but also that there could be exceptions.
- Would be helpful to know what out of pocket costs are associated with these positions.

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LUNCH

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**OPPORTUNITY FOR THE PUBLIC TO ADDRESS THE BOARD**

**Stacy Corless:**

- Exec Director for Friends of the Inyo; gave brief overview of what organization has been doing. Thanked Board for previous funding.
- They have gotten OHV funding for road rehab and motorized roads and trails.

**ELECTIONS**

13a) Certification of June 8, 2010, Statewide Direct Primary Election (Lynda Roberts) - Certified Statement of the results of the June 8, 2010, Statewide Direct Primary Election for Board approval.

**M10-154** **Action:** Approve as correct the Statement of Votes cast in the June 8, 2010, Statewide Direct Primary Election, and declare the results of the election as shown on the Statement of Votes.  
**Peters/Bauer 4-0, 1 Absent: Farnetti**

**Lynda Roberts:**

- Explained the certification process; let Board know that after the manual count, all numbers produced from the voting machines matched the manual count.

**Supervisor Hazard:**

- Didn't see a Precinct percentage reporting voter turnout.

COUNTY COUNSEL

**Additional Departments:** Clerk of the Board

14a) Resolution waiving assessment appeals filing fees for indigents (Stacey Simon) - Proposed resolution of the Mono County Board of Supervisors waiving filing fees applicable to applications for changed assessment where the applicant would qualify for a waiver of court fees and costs.

**R10-53** **Action:** Adopt proposed resolution R10-53, waiving assessment appeals filing fees for indigents .  
**Bauer/Hazard 4-0; 1 absent: Farnetti**

**Stacey Simon:**

- Amongst new fee schedule enacted in May, the Board approved a \$26.75 filing fee for Assessment Appeals, she requests that there be a waiver process which was NOT adopted.
- This resolution would authorize the waiver of these fees IF a person can demonstrate the inability to pay.

**Supervisor Hazard:**

- How much money might this be?

14b) Letter to Walker River Irrigation District (Stacey Simon) - Letter to Walker River Irrigation District regarding Walker River Water Leasing Demonstration Program.

**M10-155** **Action:** Approve and authorize Chair to sign letter to the Walker River Irrigation District expressing the County's concerns regarding the Walker River Water Leasing Demonstration Program.  
**Hazard/Bauer 4-0 1 absent: Farnetti**

**Stacey Simon:**

- In Oct. 2009 , congress authorized 25 million dollars (present today: Ken Spooner, Steven Fulstone, and Dale Ferguson.)

- Wants to make sure leasing program will work for Mono County and that there are no impacts to our economy, etc.
- Supervisor Peters requested that this item be placed on the agenda.
- Explained her draft letter to the Board.
- She stated it's up to the Board's discretion as to whether or not they sign the draft letter.
- Nub of the issue: the ability to review a draft document and an adequate amount of time to comment which would be sufficient to be meaningful. Our Board is looking for local support/comment at *this* stage, not in future stages.
- Another point: a leasing program has generally always been a preferable option to purchasing; leasing does not bring about the negative aspects of purchasing.
- She believes that the District's letter does give our county/Board an opportunity to comment, etc.

**Supervisor Peters:**

- He hasn't found anyone in opposition to leasing programs; most people want to take advantage of it.
- Would like public to be fully informed, important to be on the agenda because this program could start this summer.
- Commended the response letter and addresses most issues except that our county wants a shot at the draft of the public document *before* it gets released to the public.
- Doesn't want to risk that we get left out down the road; he would not be opposed to distributing letter quite as widely as previously intended. Perhaps it can be just between our Board and the District.

**Dale Ferguson (counsel for Walker River Irrigation District):**

- They were made aware of the agenda item/draft letter. In response to the draft, he has created a response which he would like to read, hand out copies and make a "part of the minutes". (Response letter read out loud, copy of letter to be kept with this agenda item in today's meeting folder.)
- Invited questions.
- They had hoped by preparing their response letter that they could eliminate the need for the Board to sign and send the draft letter.
- They are actively working on the public document. He assures that our county will see it prior to it going out to the public.
- This first phase is a grant agreement with the Fish and Wildlife service.
- What about postponing letter for thirty days?
- The letter gives reader with the impression that the District may not care.

**Supervisor Bauer:**

- How is timing of this going to work?
- Is this being actively worked on?
- Why is sending this letter a problem?
- We didn't get communication until we got the letter.

**Supervisor Hazard:**

- Taking a more general approach: all water in our county is under attack; we must be very involved. The issue of individual water rights; we're in a battle we have not seen before. Basic premise is that Nevada is trying to get water from Mono County; doesn't feel that the District's letter addresses this.
- He feels our draft letter should be signed and sent; he feels we should be at the table helping draft the document.

**Marshall Rudolph:**

- Although no guarantees can be made today, the Board could hold off sending letter to see if the District could guarantee at least a 30 – 60 day time period in which to

respond.

- He doesn't see this really as a legal issue.

**Ken Spooner:**

- Takes issue with the idea that there hasn't been much communication; they have been as open as they could be given the circumstances.
- The process that they are in with NFWF has been difficult.
- He has assured Stacey that no decisions will be made without Mono County input.

**INTERESTED PARTIES:**

**Jeff Hunewill:**

- Representing Hunewill Ranch.
- Regarding the letter, it should be signed but maybe the senators, etc. don't need to see it.

**Tim Hansen:**

- If letter was a good idea this morning, it is still a good idea now.
- Maybe a working group might be a good idea.

**COMMUNITY DEVELOPMENT - PLANNING DIVISION**

**Additional Departments: Economic Development**

15a)

Mono County Recreation Access Tool (MCRAT) (John Wentworth, MLTPA; Heather deBethizy, Assistant Planner; Sarah McCahill, Economic Development Manager) - Presentation by John Wentworth, MLTPA, Heather deBethizy, Assistant Planner, and Sarah McCahill, Economic Development Manager regarding Mono County Recreation Access Tool (MCRAT).

**Action:** None.

**John Wentworth (powerpoint presentation, kept with folder for today's meeting):**

- Introduction – Mono County Recreation Access Tool (MCRAT)
- MCRAT Work Program
- Applications of MCRAT – Planning Staff Presentation
- Applications of MCRAT – Mono County Tourism and Economic Dev. Staff Presentation
- MCRAT Date Points
- Discussion
- Next Steps
- Questions?
- This is just informational, not looking for money today.

**Heather deBethizy:**

- Discussed Planning – local state and federal.
- Summary of Planning Staff Presentation.

**Sarah McCahill:**

- Discussed Mono County Tourism and Economic Development Staff Presentation
- Website/Simple View platform.
- Tuscon, Arizona example.
- We are already implementing Google Maps. This fall Google Maps will be integrated with tourism – about \$8,000 to do second set of data points.
- A bit more work to do prior to taking it to website.

- No funding for MCRAT portion.

**Supervisor Hazard:**

- Read an article posted online with people requesting this type of information.
- Finally getting close to being able to implement a marketing plan.
- There are opportunities at Cal OHV to develop trails, etc.
- At one point we were going to see partnership with Forest Service, where are we with that?
- We should be able to eventually take a computer to trade shows, etc.

**Supervisor Bauer:**

- What is timing on this?
- Where are we with dollars right now?

**Supervisor Peters:**

- Is funding in place for all of this?

**Scott Burns:**

- Currently money coming from MCRAT and LTC.

COUNTY ADMINISTRATIVE OFFICE

**Additional Departments:** Public Works

- 16a) Walker Community Center Master Plan Request for Qualifications (Mary Booher and Kelly Garcia) - Presentation by Mary Booher and Kelly Garcia regarding Request for Qualifications for the Walker Community Center Master Plan.

**Action:** None.

**Mary Booher:**

- CDD block grant in amount of \$70,000
- Bringing Request for Qualifications back to Board one more time.
- Once plan in place they can match up funding sources with projects.
- Time frame – should go out next week. Then, maybe September to have a contract in place.

**Supervisor Peters:**

- The plan is a great idea, the sooner the better.

- 16b) Budget Committee Update (Mary Booher) - Presentation by Mary Booher updating Board on work of budget committee. In addition to this presentation, the Board may discuss issues pertaining to the California State budget.

**Action:** None.

**Mary Booher (powerpoint, copy kept with meeting folder for today):**

- Funding Priorities: broken into four phases:
  - Tier 1 – Activities/Mandates
  - Tier 2 – Essential Services
  - Tier 3 – Local Priorities
  - Tier 4 – Discretionary Services

- Questions

**Supervisor Hunt:**

- Great tool for prioritizing funding.

**Supervisor Hazard:**

- Indigent Care – mandate?
- EMS transport – mandate?

**Supervisor Bauer:**

- Local Priorities – how many of these Tier 3 priorities are “upside down”? What are budgetary impacts of these priorities?
- Marshall to weigh in on Tier 3 legally – what are impacts if we didn’t provide these services.
- Put RPACS on Tier 3 as well as Tier 1.

**ECONOMIC DEVELOPMENT**

- 17a) Mono County Tourism Commission-2009/10 Accomplishments & 2010/11 Marketing Plan (Sarah McCahill) - Presentation by Sarah McCahill regarding the Mono County Tourism & Film Commission's 2009/10 accomplishments and 2010/11 marketing plan and budget.

**Action:** None.

**Sarah McCahill (Powerpoint, copy kept in meeting folder for today):**

**MARKETING ACCOMPLISHMENTS/2010/11 MARKETING PLAN & BUDGET**

- Objectives and Strategies
- California Travel Trends
- Winter Promotions
- 2010 Trade Shows
- Spring Marketing
- Co-op Advertising
- Email Marketing
- Social Media
- Direct Marketing/Social Media
- Online Advertising
- Brand Study
- Local Program Funding
- What’s new for 2010-2011?
- New PR Firm
- 2011 Trade Shows
- Direct Marketing
- Print & Online Advertising
- 2011 Visitor Guide
- Brochures/Fulfillment
- 2010-2011 Tourism Budget\

**GENERAL COMMENTS:**

- TOT numbers down last Fall, but up in January.
- Brian Muir suggested putting the \$20,000 in to show the amount for the visitor’s guide.

**Board Comments:**

**Supervisor Peters:**

- Stats on recession numbers, are TOT numbers down by season vs. rest of year for the county?
- On budget, the \$20,000 is showing for the visitor's guide but it is fully ad supported?
- What about difficulties with state parks? Can Board do anything to provide assistance with this or any other federal entity?

**Brian Muir:**

- As matter of explanation, for the visitor's guide line item, the \$20,000 is listed so that you will be able to see expenditures and revenues.

**Supervisor Hazard:**

- Specialty Publications? How about recognizing Martin Strelneck perhaps with a resolution or something?

**Jimmy Little (chair of Tourism Commission):**

- Thanked Sarah and staff for all the hard work that is going on.
- Three parts to tourism: promoting it, developing new opportunities, maintaining and protecting what we already have.

ADJOURNMENT 4:56 p.m. in memory of Shirley Cranney.

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**BYNG HUNT**  
Chairman

**ATTEST:**

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**SHANNON KENDALL**  
Sr. Deputy Clerk of the Board

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