



YOU ARE INVITED!

TUESDAY, AUGUST 25, 2015
10 AM *at the* JUNE LAKE COMMUNITY CENTER

The Mono County Economic Development, Tourism & Film Commission welcomes you to participate (FREE)

PROFITING FROM AUTUMN 10 - 11 AM

John Poimiroo, Editor & Publisher of *CaliforniaFallColor.com*

In "Profiting From Autumn," John Poimiroo will share how every business or organization in Mono County can capitalize upon the Eastern Sierra's position as a premiere destination for fall color viewing.

- Learn more about the fall travel market—who they are, what they're looking for.
- Get great ideas on simple, low-cost things you can do to increase autumn business.
- Find out more about the fall color phenomenon, the competitive arena, and why our region is a growing fall color destination.

Bio: Prior to establishing *CaliforniaFallColor*, John represented Mono County as its PR publicist, was founding CEO of the National Parks Promotion Council, as well as California's state tourism director in the '90s, and VP of Communications for Yosemite. His website is now one of the most visited fall color websites in the US with 90,000 followers, and was judged the Best Outdoor Medium in California by the Outdoor Writers Association of California.

John will also present the same seminar at Rafters Restaurant in Mammoth Lakes on Monday, August 24 at 2 pm.

FOCUS GROUP 11:15 AM - 12 PM

Preparing for Mono County Tourism's New Website

Mono County's tourism website www.MonoCounty.org was designed and launched in 2008. While it continues to attract an increasing number of unique visitors, the Content Management System has aged to the point where functionality is an issue. As we move forward with our developer, Simpleview, to create and design a brand-new website, the Commission is interested in your opinions, thoughts, feedback and suggestions. What makes a user-friendly, effective, attractive tourism website? As a tourism partner, how can we best represent your business or organization? Your ideas are valued. Let's brainstorm together!

These two sessions will be part of the Commission's regular meeting on August 25. Everyone is welcome to stay as the meeting continues after these sessions, but of course that is optional.

Refreshments will be served. Please RSVP to Liz Grans at lgrans@mono.ca.gov or call 760-924-1738 if you would like to attend. Hope you can join us!

