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AGENDA

Meeting of Tuesday, March 29, 2016 – 10:00am

Lee Vining Community Center
296 Mattly Ave. - Lee Vining, CA 93541

1. Call to Order.
2. Introductions and announcements.
3. Opportunity for the Public to Address the Commission on items of interest of the public which are within the subject matter jurisdiction of the Commission. (Speakers may be limited in speaking time depending upon the press of business and number of persons wishing to address the Commission.)
4. Approval of the Minutes of the February 10, 2016 special meeting.
5. Commissioner Reports.
6. Monthly Financial/Budget Report.
7. Economic Development and Tourism Report.
Discussion including, but not limited to: 2nd Annual State of the County event, marketing projects, business testimonial videos, feedback from the Bridgeport RPAC presentation, road status, upcoming Society of American Travel Writers conference and other press trips.
8. Fisheries Commission Report.
Update from Jeff Simpson on the Fisheries Commission's projects and meetings.
9. Film Commission Update.
Update from staff on inquiries and filming projects in Mono County.
10. Project Status Update:
 - a. Collateral – revisions and reprinting of the Map Guide, update on Motor Touring Guide.
 - b. Public Relations – American Snowmobiler and Snow Goer Magazine media visit
 - c. Advertising/Social Media/E-Newsletter – Early Season Fishing campaign
 - d. Website – update on progress with Simpleview on new website design, functionality, and timeline.
 - e. Tradeshows & Conferences – report from Long Beach/Del Mar Fred Hall Fishing Shows, Reno Expo, and the Long Beach and Bay Area Travel & Adventure Shows, and Visit California Outlook Forum. Update on "Third Thursday" presentation to Visit California and California Association for Local Economic Development (CALED) Training Conference.
11. Call for agenda items for next meeting.
ACTION: Schedule date and time for next meeting due to scheduling conflict.
12. Adjourn the meeting and reconvene in special session at Antelope Valley Community Center (442 Mule Deer Rd. Walker, CA 96107) – Date TBD.

Note: Start times are tentative. Although the Commission strives to follow the agenda as scheduled, it reserves the right to take any agenda item, in any order, at any time after the meeting starts. The only way to ensure you are present for a particular agenda item is to attend the meeting from the time it begins until that agenda item is addressed.