



## AGENDA

Regular Meeting of Tuesday, October 25, 2016 - 10:00am  
Twin Lakes Annex Conference Room - 199 Twin Lakes Road, Bridgeport, CA

1. Call to Order
2. Introductions and announcements
3. Opportunity for the Public to Address the Commission on items of interest to 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 August 16, 2016 regular meeting
5. Bridgeport Fish Fest Recap and Bridgeport Chamber of Commerce Update. Misti Sullivan, Twin Lakes Resort
6. June Lake Jam Fest Event Recap. Janet Hunt, Mono Arts Council
7. East River Public Relations Presentation. Katie Shaffer and Jenny Kendrick.
8. Commissioner Elections.  
ACTION: Commissioners to nominate and vote for the Mono County Economic Development, Tourism & Film Commission positions of chairperson and vice-chairperson for a one-year term.
9. 2017 Meeting Schedule.  
ACTION: Approve the meeting dates and locations for 2017.
10. Monthly Financial/Budget Report
11. Economic Development and Tourism Report.
  - Update on the Community Event Marketing Fund (CEMF) and Historical Societies Grant Program (HSGP) applications, assign sub-committee to review CEMF applications, and review the discussion and approval process
  - Formats for Economic Development/Tourism educational outreach
  - Impact of visitation on recreational resourcesACTION: Possible action determined based on discussion.
12. Fisheries Commission Report. Jeff Simpson
13. Film Commission Update. Alicia Vennos/Steve Morrison

14. Project Status Update:

- a. Collateral – 2017 visitor guide, ad sales, events calendar, motor touring guide, map guide reprint, fall color guide
- b. Advertising/Social Media/E-Newsletter – Brand USA campaign
- c. Website – progress report on new website
- d. Tradeshows & Conferences – schedule for 2017

15. Call for agenda items for next meeting.

16. Adjourn the meeting and reconvene on Tuesday, November 29, 2016 in the Board of Supervisors Conference Room on the third floor of the Sierra Center Mall at 452 Old Mammoth Road, Mammoth Lakes, CA 93546.

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.