

# Mono County Tourism/Film Commission

## Post Office Box 603

Mammoth Lakes CA 93546

760.924.1743 \* 760.924.1697 (fax)

**M**[**onoCounty.org**](http://www.monocounty.org)

# MINUTES

**REGULAR MEETING of TUESDAY, AUGUST 26, 2014**

**10:00am**

**Board of Supervisors Conference Room**

**Sierra Center Mall**

**452 Old Mammoth Road, 3rd Floor**

**Mammoth Lakes, CA 93546**

Attending: Jimmy Little, Andrew Jones, Michael Vanderhurst, Jennifer Roeser, Chris Long

Absent: Steve Morrison, Bill Banta

Staff: Alicia Vennos, Jeff Simpson

Others: Byng Hunt, Alana Levin, Stacy Corless, Courtney Weiche

1. Call to Order. 10:13 am
2. Introductions and announcements. Introductions were made.
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. Ms. Corless reported on Tioga Pass Resort’s 100th anniversary. Supervisor Hunt updated the commission on the Sierra Nevada Conservancy’s board meeting being held in Bridgeport, Sept. 3-5, as well as the Yosemite Gateway Partners sustainability conference scheduled for Dec. 8-10 in Yosemite Valley. Ms. Vennos mentioned Mono County had been invited to set up a booth at the Tri-County Fair in Bishop over Labor Day. Mr. Simpson reported that there were three small businesses from Mono County had applied for the the Eastern Sierra Regional Connect Broadband Consortium grant funding.
4. Approval of the Minutes of July 22, 2014 regular meeting. A MOTION WAS MADE BY VENDERHURST, SECONDED BY JONES, TO APPROVE THE MINUTES OF THE JULY 22, 2014 REGULAR MEETING. MOTION APPROVED 5-0, NO ABSTENTIONS.
5. June Lake Triathlon – Alana Levin, High Sierra Triathlon Club. Ms. Levin thanked the commission for the grant funding from the Community Event Marketing Fund for the 2014 June Lake Triathlon. She shared media exposure for the event and participation statistics -- 594 racers; 29% of which were from the Eastern Sierra and 71% were from outside the area.
6. Scenic Byway Progress Update – Courtney Weiche, Community Development. Ms. Weiche updated the commission on the current standing of Mono County/US 395 and the Scenic Byway application process, and the main street revitalization process for the communities of Walker and June Lake.
7. Commissioner Reports. Mr. Little updated the commission on the upcoming Ducks Unlimited Dinner and reminded the commission of Bridgeport Founder’s Day over Labor Day. Ms. Long reported on two successful fishing derby events in Antelope Valley. Mr. Vanderhurst shared information about winter air service to Mammoth Lakes and the newly expanded schedule from Las Vegas and Denver, and the cessation of service from Orange County. He also reported that a Dutch tour operator through Visit California had been hosted by McGee Creek Pack Station.
8. Monthly Financial/ Budget Report. Mr. Simpson reported that 2013-14 generated the highest annual Transient Occupancy Tax on record for Mono County. Ms. Vennos said that the adoption of the 2014-15 county budget is scheduled for the Board of Supervisors meeting on Sept. 16.
9. Community Event Marketing Fund (CEMF). Commissioners discussed options for future and current management of the Community Event Marketing Fund. Different solutions/alternatives were debated.

ACTION: Consider the request by the June Lake Loop Performing Arts Association to amend the current CEMF grant contract for the Fall Literary Arts Festival ($2000) with an extension to June 30, 2015.

A MOTION WAS MADE BY VANDERHURST, SECONDED BY JONES, TO APPROVE THE EXTENSION OF THE JUNE LAKE LOOP PERFORMING ARTS ASSOCIATION CONTRACT UNTIL JUNE 30, 2015. MOTION APPROVED, 4-1, NO ABSTENTIONS (OPPOSED - LITTLE).

ACTION: Discuss and determine future policy on CEMF grant extensions.

NO ACTION WAS TAKEN; ITEM WAS MOVED TO SEPTEMBER MEETING FOR FURTHER DISCUSSION REGARDING CEMF PROGRAM REGULATIONS/PARAMETERS.

1. Conway Ranch Conservation Easement/ Fisheries Commission Update. Mr. Simpson reported on the progress and process regarding the Conway Ranch Conservation Easement.
2. Review of Tourism Commission Bylaws. Tabled until September meeting.
3. Review Commission Appointment Terms. Mr. Morrison’s and Mr. Jones’s terms are up. Both members expressed interest in continuing to serve on the Commission and the Board will consider their reappointments at the Tuesday, September 9th meeting.
4. Film Commission Update. Ms. Vennos updated the commission on AB 1839, a bill to expand the current tax credit program for Film and Television Productions.
5. Project Update.
6. Social Media/ E-Newsletter
7. Website
8. PR & Advertising

ACTION: Review and approve proposed 2015 Visitor Guide Advertising rates. MOTION WAS MADE BY JONES, SECONDED BY ROESER, TO APPROVE THE 2015 VISITOR GUIDE ADVERTISING RATES. 5-0, NO ABSENTIONS.

1. Call for Agenda items for next regular meeting. Items that were tabled from this meeting will be addressed on the September 23 meeting in Walker.
2. Adjourn the meeting. 12:30. Next meeting to be held at the Antelope Valley Community Center in Walker, CA on Tuesday, September 23, 2014 at 10:00am.

