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MINUTES

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

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

1. Call to Order. THE MEETING WAS CALLED TO ORDER AT 10:10 AM BY COMMISSIONER JONES.
2. Introductions and announcements.
Commissioners: Jennifer Roeser, Andrew Jones, Geoff McQuilkin, Steve Morrison, Michael Vanderhurst
Staff: Alicia Vennos, Liz Grans, Jeff Simpson
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.
MOTION MADE BY VANDERHURST, SECONDED BY ROESER, TO APPROVE THE MINUTES OF THE FEBRUARY 10, 2016 MEETING. APPROVED 5-0, NO ABSTENTIONS.
5. Commissioner Reports.
Commissioner Vanderhurst: Recent travel to Italy on behalf on Mammoth Lakes Tourism, and to ITB Berlin and France on behalf of the High Sierra Visitors Council. Reported that Aramark, the new Yosemite National Park concessionaire, has not set rates for the properties in the Park that they now manage, therefore no one has been able to book lodging for summer trips – great opportunity for the Eastern Sierra to accommodate the visitors wishing to visit and stay near Yosemite.
Commissioner McQuilkin: Shared the Mono Lake Committee’s newsletter (available on their website), noting they have added many new guided interpretive trips and with the new Lead Naturalist Guide, custom and private trip are available as well. Mono Lake water level is low, continued conversations with Los Angeles Department of Water & Power (LADWP) over water usage this year. Part two of the Highway 395 rock fall project will continue this summer, starting in July and expected to finish by September. Traffic will be reduced to a single lane with traffic lights again, which worked smoothly last year. There may be some full closures early morning, we will be notified.
Commissioner Roeser: Reported LADWP’s new district engineer lives out of the area and communication has been challenging. Many questions over LADWP leases have come up, waiting for more information.
Commissioner Morrison: Mammoth Mountain Ski Area (MMSA) has had a great year. Big Bear did too, but is now slowing down. Upcoming closures for June Mountain Ski Area (expected April 10) and Canyon Lodge (expected April 17).
Commissioner Jones: Silver Lake Campground will be closed for four weeks for repaving in June and July. The resort is almost sold out for summer, and celebrating the 100th anniversary.
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.
Staff is working to set a date and line up speakers for the State of the County Event, combining tourism and economic development topics. Very pleased with the preview of Twin Lakes Resort business testimonial video, still setting up

additional videos. The Commission will review the new “lure piece” – small brochure aimed to attract visitors to relocate, purchase, or start a business in Mono County – by email.

8. Fisheries Commission Report.

Update from Jeff Simpson on the Fisheries Commission’s projects and meetings.

Jeff Simpson reported that the Fisheries Commission has spent their budget, primarily on stocking but also \$2,000 for the kids fishing festival event and \$5,000 for a spawning study to be completed on Rush Creek that would possibly affect fishing regulations on the creek during spawning. The new Eastern Sierra Fishing guide is in the design phase. Working with area partners to deem June as “Learn to Fish” month.

9. Film Commission Update.

Update from staff on inquiries and filming projects in Mono County.

Alicia Vennos reported that BMW recently spend over two weeks in the Eastern Sierra. Hollister, a clothing company, is shooting around June Lake and June Mountain. Bear Grylls is scouting to shoot an episode in Mono County.

10. Project Status Update:

a. Collateral – revisions and reprinting of the Map Guide, update on Motor Touring Guide. Updated map guide with a cover that matches the visitor guide was printed.

b. Public Relations – American Snowmobiler and Snow Goer Magazine media visit.

c. Advertising/Social Media/E-Newsletter – Early Season Fishing campaign. The Eastern Sierra was featured on the cover of California Sportsmen.

d. Website – update on progress with Simpleview on new website design, functionality, and timeline. Staff reviewed the approved design elements with the Commissioners.

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. After a two-year waiting list, staff will be presenting to Visit California during their “Third Thursday”. Also meeting with GoBiz staff while in Sacramento.

11. Call for agenda items for next meeting.

ACTION: Schedule date and time for next meeting due to scheduling conflict.

THE COMMISSION AGREED TO CANCEL APRIL’S MEETING (STAFF WILL BE ATTENDING A CONFERENCE). THE NEXT MEETING IS SCHEDULED FOR TUESDAY, MAY 31, 2016 at 10:00 AM AT THE BRIDGEPORT HEALTH DEPARTMENT ANNEX.

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.