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MINUTES

Regular Meeting of Tuesday, November 29, 2016 – 10:00am

Board of Supervisors Conference Room – Sierra Center Mall
452 Old Mammoth Road Suite 306, Mammoth Lakes, CA 93546

1. Call to Order.
The meeting was called to order by Vice Chair Jones at 10:03 AM.
2. Introductions and announcements.
Commissioners: Steve Morrison, Andrew Jones, Michael Vanderhurst, Jimmy Little, Chris Long
Absent: Jennifer Roeser, Geoff McQuilkin
Staff: Alicia Vennos, Liz Grans, Jeff Simpson
Other: Juliana Olinka (Eastern Sierra Symphony – Spring Woodwinds Concert), Rachel Lockhart (June Lake Theater Festival), Lindsay Barksdale (Mammoth Gran Fondo), Pam Hamic (Northern Mono Chamber), Janet Hunt (June Lake Jam Fest), Ralph Lockhart (June Lake Winter Festival), Jeff Gabriel (Eastern Sierra History Conference), Nate Greenberg (Eastern Sierra Avalanche Center)
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 October 25, 2016 meeting.
MOTION MADE BY MORRISON, SECONDED BY VANDERHURST TO APPROVE THE MINUTES OF THE OCTOBER 25, 2016 REGULAR MEETING. APPROVED 4-0, NO ABSTENTIONS.
5. Community Event Marketing Fund.
ACTION: Review applications and approve funding.
Event organizers provided the Commission with an overview and key highlights of their events and a summary of their request for funding. After discussion, the Commission adjusted the amounts recommended by the CEMF sub-committee.
MOTION MADE BY VANDERHURST, SECONDED BY LONG, TO APPROVE THE FOLLOWING:
\$5,500 TO THE NORTHERN MONO CHAMBER OF COMMERCE FOR THREE EVENTS (EASTER SIERRA KITE FESTIVAL, BIRDING, HIKING & PHOTOGRAPHY IN OUR VALLEY, AND THE EASTERN SIERRA ATV UTV JAMBOREE). \$1,500 FOR BRIDGEPORT TROUT TOURNAMENT (BRIDGEPORT FISH ENHANCEMENT FOUNDATION). \$4,000 FOR BODIE BOWL (BRIDGEPORT CHAMBER OF COMMERCE). \$1,250 FOR JUNE LAKE JAM FEST (MONO ARTS COUNCIL). \$3,000 FOR JUNE LAKE THEATER FESTIVAL (JUNE LAKE LOOP PERFORMING ARTS ASSOCIATION). \$1,250 FOR JUNE LAKE WINTER FESTIVAL (JUNE LAKE LOOP CHAMBER OF COMMERCE). \$1,375 FOR MAMMOTH GRAN FONDO (MAMMOTH MOUNTAIN COMMUNITY FOUNDATION). \$1,375 FOR EASTERN SIERRA HISTORY CONFERENCE (EASTERN SIERRA INTERPRETIVE ASSOCIATION). \$1,375 FOR SPRING WOODWINDS CONCERT (EASTERN SIERRA SYMPHONY). \$1,375 FOR ESAC WINTER KICK-OFF EVENT (EASTERN SIERRA AVALANCHE CENTER). APPROVED 5-0, NO ABSTENTIONS.
6. Commissioner Reports.
Commissioner Morrison: Several projects currently filming including a high-end vehicle commercial and the television series Top Gear, and BMW is coming in January. Very busy with upcoming Night of Lights event and holidays.

Commissioner Vanderhurst: There is an opening on the Town of Mammoth Lakes Economic Development and Planning Commission.

Commissioner Long: Busy planning for next season. Winter fishing has been fine with a steady water flow, and the West Walker River was stocked just before the season closed on November 15, 2016. Ms. Long attended the Mammoth Lakes “Community Conversation” and hopes to schedule something similar in Walker/Coleville..

Commissioner Jones: June Lake community is gearing up for the June Mountain opener.

7. Monthly Financial/Budget Report.

Spending for the fiscal year is on track thus far – staff will provide a more detailed report in January.

8. Economic Development Report & Strategy Discussion.

Staff attended the “Community Conversation” hosted by Mammoth Lakes Town Councilman John Wentworth and Mono County Supervisor Stacy Corless. Ms. Vennos has been invited to a “relocation task force” including representatives from Mammoth Mountain Ski Area (MMSA), the Town of Mammoth Lakes, and the Mammoth Lakes Chamber of Commerce. MMSA is planning on launching an incubator space in Mammoth Lakes. Staff reported that the Bridgeport Indian Colony has purchased the Bridgeport General Store, Big Meadow Brewing Company has signed a lease in Bridgeport with spring/early summer as their target open date. The fourth business testimonial video with Mountain Lab has been completed.

9. Fisheries Commission Report.

Mr. Simpson reported that the Desert Springs Trout Farm won’t be able to grow brown trout as there was a problem with one of their suppliers. The dock at Silver Lake has been torn out ahead of being replaced, and the bathrooms will also be converted to vault toilets so they can remain open longer.

10. Film Commission Update.

Ms. Vennos and Commissioner Morrison attended the California On Location Awards event on November 9th. The grand prize - a new snowboard, two night’s lodging, and four lift tickets to Mammoth Mountain – was very well received and awarded to Rick Schuler “Location Manager of the Year” who was instrumental in bringing the Tom Cruise film *Oblivion* to Mono County.

11. Project Status Update:

- a. Collateral – Strong ad sales for the 2017 visitor guide, updates of the guide are in progress. Also wrapping up the Backroads Guide and fishing guide.
- b. Public Relations
- c. Advertising/Social Media/E-Newsletter
- d. Website
- e. Tradeshows & Conferences

12. Call for agenda items for next regular meeting.

13. Adjourn the meeting and reconvene in regular session on January 31, 2017 in the Board of Supervisors room on the third floor of the Sierra Center Mall at 452 Old Mammoth Road, Mammoth Lakes, CA 93546.