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MINUTES

Regular Meeting of Tuesday, October 31, 2017 – 10:00am

Antelope Valley Community Center, 442 Mule Deer Rd., Walker, CA 96107

1. Call to Order. The meeting was called to order at 10:15am by Jeff Simpson. Commissioner Jimmy Little arrived at 10:24am and assumed duties as Chair.
2. Introductions and announcements.
Commissioners: Geoff McQuilkin, Jimmy Little, Steve Morrison, Chris Long
Staff: Alicia Vennos, Jeff Simpson
Other: Leslie Chapman, CAO; John Peters, Mono County Supervisor; Ray Robles and Ken Hoffman, Bridgeport Fish Enhancement Foundation; April Sall, Bodie Hills Conservation Partnership
3. Opportunity for the Public to Address the Commission. Mr. Hoffman and Mr. Robles gave a report on the Bridgeport Trout Tournament, June 24, 2017, which received \$1500 from the Community Event Grant Fund program.
4. Approval of the Minutes from the August 29, 2017 meeting.
MOTION MADE BY MORRISON, SECONDED BY McQUILKIN TO APPROVE THE MINUTES OF THE AUGUST 29, 2017 REGULAR MEETING. APPROVED 4-0, NO ABSTENTIONS.
5. Grant Allocation Process. The Commission reviewed the process by which the Community Event Marketing Fund (CEMF) grant monies are allocated, including the role played by the CEMF Sub-committee to review and help with streamlining. The grant funds will be allocated at the EDTF Commission meeting on Nov. 28, 2017 in Mammoth Lakes; all applicants are welcome to attend and provide a brief presentation to the Commission regarding their respective events.
6. National Park Service Proposed Fee Increase. After discussion of the issues, the Commission consensus was to oppose the proposed fee increase due to numerous unanswered questions and concerns regarding the impact on tourism in the gateway communities, the impact on lower socio-economic populations, and the lack of broader strategic objectives. The Mono County Board of Supervisors will review this issue at its regular meeting of November 14, 2017, at which time the Commission's viewpoints will be shared with the Board.
7. Commissioner Reports. Brief reports were shared by the Commissioners, primarily concerning autumn business levels and community events.
8. Monthly Financial/Budget Report. Ms. Vennos provided an update on the 2017-18 County Budget which was adopted on September 12, 2017, and outlined the funding that was approved for additional projects, programs and requests under the Economic Development umbrella.
9. Economic Development and Tourism Report. Ms. Vennos gave a brief update regarding research being conducted on air service by Mammoth Lakes Tourism. She also apprised the Commission on the Recreation Task Force and a position to assist with recreation needs and issues that will be co-funded and shared by the County and the Town of Mammoth Lakes. Ms. Vennos also shared that the inaugural Eastern Sierra Capital Summit seminar on Sept. 22,

co-hosted with the Bakersfield Small Business Development Center and Mammoth Lakes Chamber of Commerce was very successful with about 50 representatives from the Mono County and Inyo County communities in attendance. Supervisor Peters provided an update on state and county progress regarding recreational cannabis.

10. Research – Economic Impact & Visitor Profile Study / Business Retention & Expansion Survey. Studies. Ms. Vennos provided an update on potential research studies for FY2017-18. The Commission discussed goals to be achieved by the Visitor Profile Study. Ms. Vennos is working with Mammoth Lakes Chamber and a consultant to complete the survey questions for the Business Retention & Expansion Survey and will forward the draft to the Commission to review.
11. Fisheries Commission Report. Due to meeting time constraints, a report was not provided.
12. Film Commission Update. Ms. Vennos and Mr. Morrison provided updates on recent film production activity, including several brand-name commercials and a high-profile television series.
13. Project Status Update. Staff provided brief reports on the following initiatives --
 - a. Collateral – Visitor Guide advertising is complete; the new edition of the Eastern Sierra Fall Color Map has been printed and distributed, thanks to collaboration between Mono County, Mammoth Lakes Tourism, Bishop Chamber of Commerce, and Inyo County.
 - b. Public Relations
 - c. Advertising/Social Media/E-Newsletter – Fall Color campaign is a wrap; Ms. Vennos congratulated Jeff Simpson for his tireless work on the promotional campaign that required delivery of current county-wide photography, frequent written reports and updates, and a steady stream of information on fall color locations to the press, CaliforniaFallColor.com and the public.
 - d. Website
 - e. Tradeshows & Conferences – Ms. Vennos gave a brief report on the IFTM/Top Resa travel industry trade show where she represented the High Sierra Visitors Council; Mr. Simpson reported that Mono County would attend IPW 2018.
14. Call for agenda items for next regular meeting. None.
15. Adjourn the meeting and reconvene in regular session on Tuesday, November 28th at the Mammoth Board of Supervisors Conference Room, 452 Old Mammoth Road, 3rd Floor, and Mammoth Lakes, CA 93546.