



CALIFORNIA'S EASTERN SIERRA

MONO COUNTY ECONOMIC DEVELOPMENT, TOURISM & FILM COMMISSION

P.O. BOX 603 ▲ 452 OLD MAMMOTH ROAD #306 ▲ MAMMOTH LAKES, CA 93546 ▲ 800-845-7922 ▲ WWW.MONOCOUNTY.ORG

MINUTES

Regular Meeting of Tuesday, November 28, 2017 – 10:00am

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

1. Call to Order.
Commissioner Vanderhurst called the meeting to order at 10:02 AM.
2. Introductions and announcements.
Commissioners and staff introduced themselves.
Commissioners: Michael Vanderhurst, Chris Long, Steve Morrison, Sarah Walsh
Staff: Alicia Vennos, Jeff Simpson, Liz Grans
Absent: Geoff McQuilkin, Wendy Schneider, Jimmy Little
Other: Pam Hamic (President, Northern Mono Chamber), Misti Sullivan (Vice President, Bridgeport Chamber; Owner, Twin Lakes Resort), Janet Hunt (Mono Arts Council, June Lake Jam Fest), Ralph Lockhart (June Lake Chamber, Double Eagle Resort, June Lake Winter Fest), Jessica Kennedy (Asst. Director, Mammoth Lakes Chamber, Mammoth Event & Wedding Expo), Jeff Gabriel (Executive Director, ESIA, Eastern Sierra History Conference), Caroline Casey (MMSA, Mammoth Community Foundation, Gran Fondo), Julianna Olinka (Eastern Sierra Symphony, Spring Woodwinds concert), Shira Dubrovner and Melissa Reeves (Mammoth Lakes Foundation, Mammoth Lakes Film Festival), Marianne O'Conner (Treasurer, Southern Mono Historical Society) and Jennifer Crittenden (SMHS, Whistling Rabbit Press, author), NAME (Boulder Lodge), Sarah Rea (The Sheet newspaper).
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.) No public comment received.
4. Approval of the Minutes of the October 31, 2017 meeting.
Motion made by Morrison, seconded by Long, to approve the minutes of the October 31, 2017 meeting. Approved 4-0, no abstentions.
5. Community Event Marketing Fund.
ACTION: Review applications and approve funding.
Applicants introduced themselves, gave the Commission an overview of their respective events, and answered questions. The Commissioners discussed the allocation of the funds, and a motion was made by Vanderhurst, seconded by Morrison to approve the funding as follows:
A total of \$5,000 for three events produced by the Northern Mono Chamber of Commerce: \$2,000 for Cache the Valley (June 15-17, 2018), \$2,000 for the Hiking and Birding the Valley (September 8-9, 2018), and \$1,000 for the Eastern Sierra ATV/UTV Jamboree (September 11-15, 2018).
\$3,000 for the Bridgeport Autumn Festival (September 29, 2018) and \$2,000 for the Bridgeport Fish Fest & Poker Run (July 27-28, 2018); both produced by the Bridgeport Chamber of Commerce.
NOTE: The Bridgeport Founders Day Celebration (August 31 - September 2, 2018) and Bridgeport Trout Tournament (June 23, 2018) were not funded.
\$3,500 for the June Lake Jam Fest (hosted by the Mono Arts Council, September 8-9, 2018) and \$1,500 for the June Lake Winter Festival (hosted by the June Lake Chamber of Commerce March 3, 2018).

\$1,000 for the Eastern Sierra History Conference (hosted by the Eastern Sierra Interpretive Foundation, October 26-28, 2018), \$1,000 for the Mammoth Gran Fondo (hosted by the Mammoth Mountain Community Foundation. September 8, 2018), \$1,000 for the Eastern Sierra Symphony's Spring Concert (date is to be confirmed, possibly May 4-5, 2018), \$1,000 for the Southern Mono Historical Society's Jazz by the Creek (July 8, 2018), and \$1,000 for the Mammoth Events and Wedding Expo (hosted by the Mammoth Lakes Chamber of Commerce, April 21, 2018).
NOTE: The Mammoth Lakes Film Festival, organized by Shira Dubrovner, was not funded and will instead receive sponsorship funding from the Mono County Film Commission again this year.

Approved 4-0, no abstentions.

6. Approval of the 2018 Meeting Schedule.

Motion made by Vanderhurst, seconded by Walsh, to approve the 2018 meeting schedule* with changes.
Approved 4-0, no abstentions.

2018 Meeting Schedule

**These are tentative dates and may be changed or cancelled as necessary should scheduling conflicts arise*

Tuesday, January 30, 2018 – Mammoth Lakes; Board of Supervisors Room

Wednesday, February 28, 2018 – June Lake; June Lake Community Center

Wednesday, March 28, 2018 – Lee Vining; Lee Vining Community Center

Tuesday, April 24, 2018 – Bridgeport; Health Dept. Annex

Tuesday, May 15, 2018 – Walker; Walker Community Center

Tuesday, June 26, 2018 – Mammoth Lakes; Board of Supervisors Room

Tuesday, July 31, 2018 – June Lake; June Lake Community Center

Tuesday, August 28, 2018 – Lee Vining; Lee Vining Community Center

Tuesday, September 25, 2018 – Bridgeport; Health Dept. Annex

Tuesday, October 30, 2018 – Walker; Walker Community Center

Tuesday, November 27, 2018 – Mammoth Lakes; Board of Supervisors Room

December 2018 – No meeting

7. Commissioner Reports.

Due to meeting time constraints, Commissioners agreed to share reports at the next meeting.

8. Monthly Financial/Budget Report.

Staff reported that the Transient Occupancy Tax for the first quarter of 2017 was tracking 6% higher than the previous year's record amount, despite record snow-fall causing many campgrounds to open late.

9. Research Project Update: Business Retention & Expansion / Economic Impact and Visitor Profile Study.

Due to meeting time constraints, Commissioners agreed to discuss at the next meeting.

10. Economic Development Report & Strategy Discussion.

Due to meeting time constraints, Commissioners agreed to table discussion to a future meeting.

11. Project Status Update: Ms. Vennos and Mr. Simpson gave a brief overview on the status of the following projects -

a. Collateral

b. Public Relations

c. Advertising/Social Media/E-Newsletter

d. Website

e. Tradeshow & Conferences

12. Call for agenda items for next regular meeting.

Vice Chair election, CEMF application edits

13. Adjourn the meeting and reconvene in regular session on January 30, 2018 in the Board of Supervisors room on the third floor of the Sierra Center Mall at 452 Old Mammoth Road, Mammoth Lakes, CA 93546.