



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

AGENDA

Regular Meeting of Tuesday, May 28, 2019 – 10:00am

Walker Community Center

442 Mule Deer Rd. Walker, CA 96107

1. Call to order.
2. Introductions and announcements.
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 April 30, 2019.
5. Monthly Financial/Budget Report.
6. Economic Development and Tourism Report.
 - a. Discuss details for two upcoming events: Mono County Visitor Research Presentation scheduled for June 11, and business motivational speaker Erik Severson scheduled for June 18.
 - b. Update on research projects, including Visa View visitor spending report and Advertising/Marketing Conversion Study.
 - c. Update on Rural Infrastructure Finance grant through California Association for Local Economic Development (CALED)
 - d. Outreach through community Chambers of Commerce
7. Mono County Fish & Wildlife Commission. Update regarding the Mono County Fish & Wildlife Commission and California Department of Fish & Wildlife proposed new regulations.
8. Film Commission. Update on filming activity and productions in Mono County.
9. Project Status Update:
 - a. Collateral
 - b. Public Relations
 - c. Advertising/Social Media/E-Newsletter
 - d. Website
 - e. Tradeshows & Conferences
10. Commissioner Reports: Time permitting, Commissioners may share EDTFC-related information, community info, etc.
11. Call for agenda items for next regular meeting.
12. Adjourn the meeting and reconvene in regular session at on Tuesday, June 25, 2019 at 10:00am in the Board of Supervisors Conference Room – Sierra Center Mall (452 Old Mammoth Road Suite 306 - Mammoth Lakes, CA 93546).