



# 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, June 25, 2019 – 10:00am**

Town County Conference Room - 437 Old Mammoth Road, Mammoth Lakes, CA 93546

1. Call to order.

Michael Vanderhurst called the meeting to order at 10:05 am.

2. Introductions and announcements.

Commissioners: Michael Vanderhurst, Wendy Schneider, Erinn Wells, Sarah Walsh (absent: Chris Long, Steve Morrison, Geoff McQuilkin)

Staff: Jeff Simpson, Liz Grans (absent: Alicia Vennos)

Guests: Katie Shaffer and Jenny Kendrick, East River Public Relations; Elin Jung, Mono Lake Committee

3. Opportunity for the Public to Address the Commission.

On behalf of the Mono Lake Committee, Elin Jung thanked the Commission for the Community Event Marking Fund allocation they received to promote their Field Seminars.

4. Approval of the Minutes of the April 30, 2019.

MOTION: Wendy Schneider, SECOND: Walsh. APPROVED: 4/0, no abstentions.

5. Approval of the Minutes of the May 28, 2019.

MOTION: Wendy Schneider, SECOND: Walsh. APPROVED: 4/0, no abstentions.

6. East River Public Relations Presentation. Katie Shaffer and Jenny Kendrick presented an overview of East River Public Relations structure and role working with Mono County, highlights from the past year's projects including media placements, as well as goals and tactics for the upcoming year.

7. Monthly Financial/Budget Report.

a. Tourism Marketing Reserve Fund: Discussion of policies for the fund and possible action.  
Staff will draft a policy to review at the next commission meeting.

b. Report on progress regarding research projects, including Economic Impact of Tourism and Visitor Profile Study, Business Retention and Expansion Survey, and Advertising Conversion Study.  
Staff recapped two recent events: Erik Seversen's motivational speaking event on June 11<sup>th</sup> and the Visitor Profile Study (VPS) Presentation by Lauren Schlau Consulting on June 11<sup>th</sup>. After sharing several highlights from the VPS, Commissioner Sarah Walsh suggested compiling the key points and recommendations for growth/opportunity into a one or two-page summary for businesses.

8. Economic Development and Tourism Report.

- Staff met with the California Association for Local Economic Development (CALED) regarding a Rural Infrastructure Finance Grant. Mono County was one of three counties selected to help develop a "white paper" that will assist other rural counties with identifying, problem-solving, and funding options for similar projects. A consultant is working with CALED and staff to identify potential projects in Mono County.
- Staff also reported that at its July 2<sup>nd</sup> regular meeting, the Board of Supervisors approved the reappointment of Geoff McQuilkin to the EDTF Commission for another four-year term.

9. Fisheries Commission. Update regarding the Mono County Fish & Wildlife Commission and California Department of Fish & Wildlife proposed new regulations.  
Mr. Simpson reported that the Commission remains very involved with the CA Dept. of Fish and Wildlife's proposed changes to the fishing regulations, and that the Board of Supervisors approved the Commission's \$100,000 fish stocking budget for 2019-20.
10. Film Commission. Update on filming activity and productions in Mono County.  
Tabled until the next meeting.
11. Project Status Update: Staff gave brief reports on the following projects -
- Collateral
  - Public Relations
  - Advertising/Social Media/E-Newsletter
  - Website
  - Tradeshows & Conferences: Staff attended the US Travel Associations IPW event in Anaheim from June 1<sup>st</sup> through 6<sup>th</sup> meeting with approximately 40 representatives from the travel industry, both domestic and international. Mono County shared booth space and several meetings with Mammoth Lakes Tourism and Mammoth Mountain.
12. Commissioner Reports: Time permitting, Commissioners may share EDTFC-related information, community info, etc.
- Wendy Schneider shared that the 10<sup>th</sup> Annual June Lake Trails Trail was a great success with over 50 volunteers participating. The Bridgeport Trails Day is scheduled for 9:00am on June 30<sup>th</sup>, meeting at the Mono Village parking area on Upper Twin Lake. The Friends of the Inyo Trail Ambassador Crews will be out all summer on some of the heavier-use trails, eg. Little Lakes Valley and Convict Lake, doing light trail maintenance, interacting with visitors, and leading some interpretive walks.
  - Erinn Wells reported that the Bridgeport Trout Tournament was hugely successful with sold-out participation. Two new businesses (a hairdresser and tattoo shop) have opened in Bridgeport; the town is getting much busier ahead of the Fourth of July.
  - Sarah Walsh reported that Cathy's Candy is permanently closed. June Pie purchased the ice cream freezers and is now renting the store front as June Pie & Cone, which was recently featured in the Sheet News.
  - Michael Vanderhurst shared that Mammoth Lakes has been busy with several recent events, including the Mammoth Half Marathon which hosted 1,100 runners this year. A new course record was set.
13. Call for agenda items for next regular meeting. None.
14. Adjourn the meeting and reconvene in regular session at on Tuesday, July 30, 2019 at the Lee Vining Community Center (296 Mattly Ave. - Lee Vining, CA 93541).