



# 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 Wednesday, November 20, 2019 – 10:00am

Board of Supervisors Conference Room

452 Old Mammoth Road Suite 306 - Mammoth Lakes, CA 93546

1. Call to order. Chairperson Geoff McQuilkin called the meeting to order at 10:04am.
2. Introductions and announcements. Introductions were made.  
Commissioners: Geoff McQuilkin, Erinn Wells, Michael Vanderhurst, Wendy Schneider, Sarah Walsh (Absent: Chris Long, Steve Morrison)  
Staff: Jeff Simpson (Absent: Alicia Vennos, Liz Grans)  
Guests: Rhonda Duggan, Eric Huber, Lia Webb
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 29, 2019 Meeting.  
MOTION: Michael Vanderhurst. SECOND: Sarah Walsh. APPROVED: 5/0, no abstentions.
5. CalTrout Presentation on June Mountain Fuels Reduction Project - Eric Huber, PhD Sierra Headwaters Regional Director made a presentation to the Commission.
6. Monthly Financial/Budget Report.
  - a. Tourism Marketing Reserve Fund: Discussion of policies for the fund and possible action. The commission discussed the proposed policies of the tourism marketing fund. The commission recommended more language be added, for all proposals of this fund to be filtered through the commission and staff, and possibly restricting all recommendations to staff or commission only. The commission also recommended adding more language outlining why this money was originally passed by the voters and adding the purposes from the actual transient occupancy tax (TOT) voting measure.
7. Economic Development and Tourism Report.
  - a. Review process for Community Event Marking Fund. Staff recapped the funding process and relayed feedback from the community. The commission discussed making possible changes to next year's grant allocation application. Final decisions on amended applications and measurement technics would be tabled until next year.
  - b. Update on visitor guide design and marketing concepts. Staff presented marketing concepts from the consultant, Unicycle Creative. The commission weighed in on the possible options and recommended that the cursive font be changed, and the use of the granite be scaled back on the cover. The commission was in favor of moving forward with the "California's Great Beyond" concept.
  - c. Update on TBID presentation to the Board of Supervisors. Staff updated the commission on the recent tourism business improvement district (TBID) presentation to the Board of Supervisors by Civitas Advisors. Members of the public and the commission gave feedback on the process and possible avenues to move forward.

d. Review and approve 2020 meeting schedule. MOTION: Michael Vanderhurst. SECOND: Wendy Schneider.  
APPROVED: 5/0, no abstentions.

8. Mono County Fish & Wildlife Commission Update – Jeff Simpson. Mr. Simpson gave an update on the latest Mono County Fish and Wildlife Commission meeting that included fish stocking options and efforts to reintroduce cutthroat trout in the Walker Basin north of Conway Summit.
9. Film Commission Update – Alicia Vennos. Tabled until the next meeting.
10. Project Status Update: Tabled until the next meeting.
  - a. Collateral
  - b. Public Relations
  - c. Advertising/Social Media/E-Newsletter
  - d. Website
  - e. Tradeshow & Conferences
11. Commissioner Reports: Time permitting, Commissioners may share EDTFC-related information, community info, etc.:  
The Commissioners gave a brief update of happenings in their communities.
12. Call for agenda items for next regular meeting.  
Wendy Schneider requested an item discussing the Eastern Sierra Sustainable Recreation Partnership.
13. Adjourn the meeting and reconvene in regular session in January 2020.