



# CALIFORNIA'S EASTERN SIERRA

MONO COUNTY TOURISM & FILM COMMISSION

P.O. BOX 603 🌲 MAMMOTH LAKES, CA 93546 🌲 760-924-1743 🌲 760-924-1701 FAX 🌲 WWW.MONOCOUNTY.ORG

## MINUTES

**Special Meeting of Wednesday, November 18, 2015 - 10:00am**

CAO Conference Room in the Sierra Center Mall

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

1. Call to Order: The meeting was called to order at 10:02am by Commissioner Little.
2. Introductions and announcements:  
**Commissioners:** Jennifer Roeser, Andrew Jones, Steve Morrison, Geoff McQuilkin, Jimmy Little  
**Absent:** Michael Vanderhurst, Chris Long  
**Staff:** Alicia Vennos, Liz Grans, Jeff Simpson  
**Other:** Heather Schaubmayer (Mammoth Rock N Rye), Alana Levin (High Sierra Tri Club)
3. Opportunity for the Public to Address the Commission: Heather Schaubmayer and Alana Levin recapped their events and marketing efforts for the Commission – both events received marketing money from the 2015 Community Event Marketing Fund.
4. Approval of the Minutes of the October 27, 2015 meeting: MOTION MADE BY JONES, SECONDED BY MORRISON, TO APPROVE THE MINUTES OF THE OCTOBER 27, 2015 MEETING. APPROVED 5-0, NO ABSTENTIONS.
5. Monthly Financial/Budget Report. TOT – first quarter (July, August, and September) up 7.5% over 2014 first quarter.
6. Commissioner Reports.  
Commissioner Roeser: Mule Days met with the Mammoth lodging group to discuss package deals for Mule Days – great response. Meeting with ESTA to discuss transportation. A draft bill regarding public lands and revising the special use and concession permits is in hearings. Pros and cons to the proposed changes. The film debut of “100 Mules Walking the Los Angeles Aqueduct” at 10 film festivals, won top honors at a show in NY, and an award in Indonesia.  
Commissioner McQuilkin: The Mono Lake Committee has carried some of their free public programs into the winter on weekends – Saturdays and Sundays at 1:00pm at South Tufa. Have seen an increased interest and attendance.
7. Letter to California Public Utilities Commission supporting Resolution T17477 regarding Race Communications’ “Gigafy Mono County Underserved Broadband Project”  
ACTION: Review and approve draft letter of support. INITIAL DEADLINE MISSED. ACTION POSTPONED PENDING NEXT STEPS IN PROCESS.
8. Economic Development Report & Strategy Discussion. Ms. Grans will coordinate a strategic planning in early January.
9. Fisheries Commission Report. Mr. Simpson provided a brief update on Fisheries Commission meeting.
10. Film Commission Update. Toyota is filming at Sunny Slopes and at Mammoth Mountain. Previous Toyota commercial filmed at Black’s Pond in the spring are now in Sports Illustrated and on billboards on the east coast.
11. Project Status Update:
  - a. Collateral – 2016 visitor guide and events calendar in progress. Guide includes 16 new pages with new content. Also working on the revised Motor Touring Guide, and pairing that with redesigned Motor Touring guide cover for Inyo County.
  - b. Public Relations – brief update on East River PR initiatives
  - c. Advertising/Social Media/E-Newsletter – Entered our social media campaigns for a Poppy Award, awards will be given end of February at the Visit California Outlook Forum.
  - d. Website – currently working on design elements for new tourism website with Simpleview.

12. Call for agenda items for next regular meeting.

13. Adjourn the meeting and reconvene in regular session on Tuesday, January 26, 2016 at 10:00am in the BOS Conference Room in the Sierra Center Mall: 452 Old Mammoth Road Suite 306, Mammoth Lakes, CA 93546.

Note: Start times are tentative. Although the Commission strives to follow the agenda as scheduled, it reserves the right to take any agenda item, in any order, at any time after the meeting starts. The only way to ensure you are present for a particular agenda item is to attend the meeting from the time it begins until that agenda item is addressed.