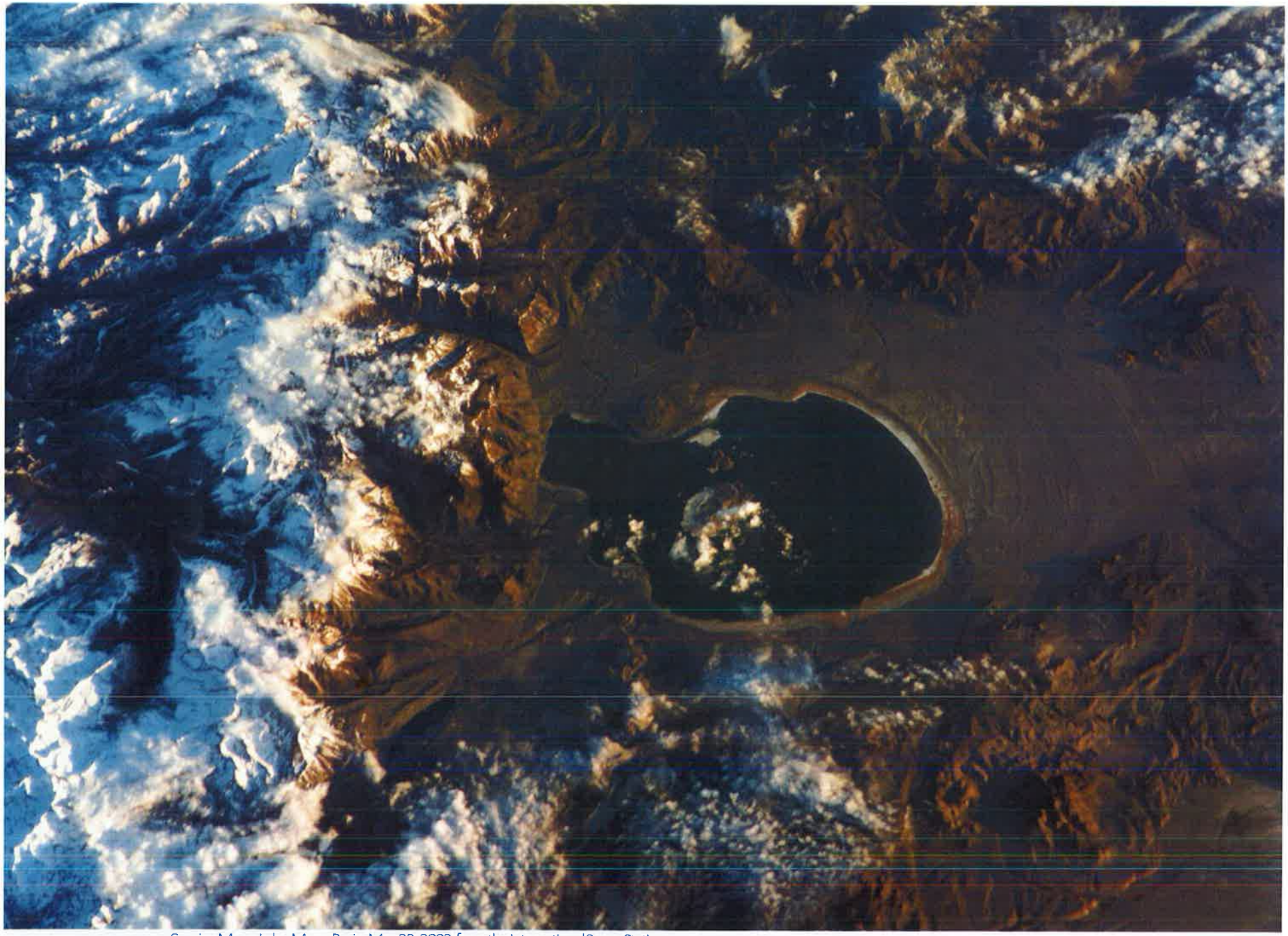
August 16, 2016
Regular Meeting
Item #9a
CAO

Mono Lake
Update

MONO LAKE
COMMITTEE

2016 Mono Lake update

Geoff McQuilkin
Executive Director
geoff@monolake.org
(760) 647-6595



ISS004E12318 Sunrise, Mono Lake, Mono Basin, May 23, 2002, from the International Space Station.

Algae

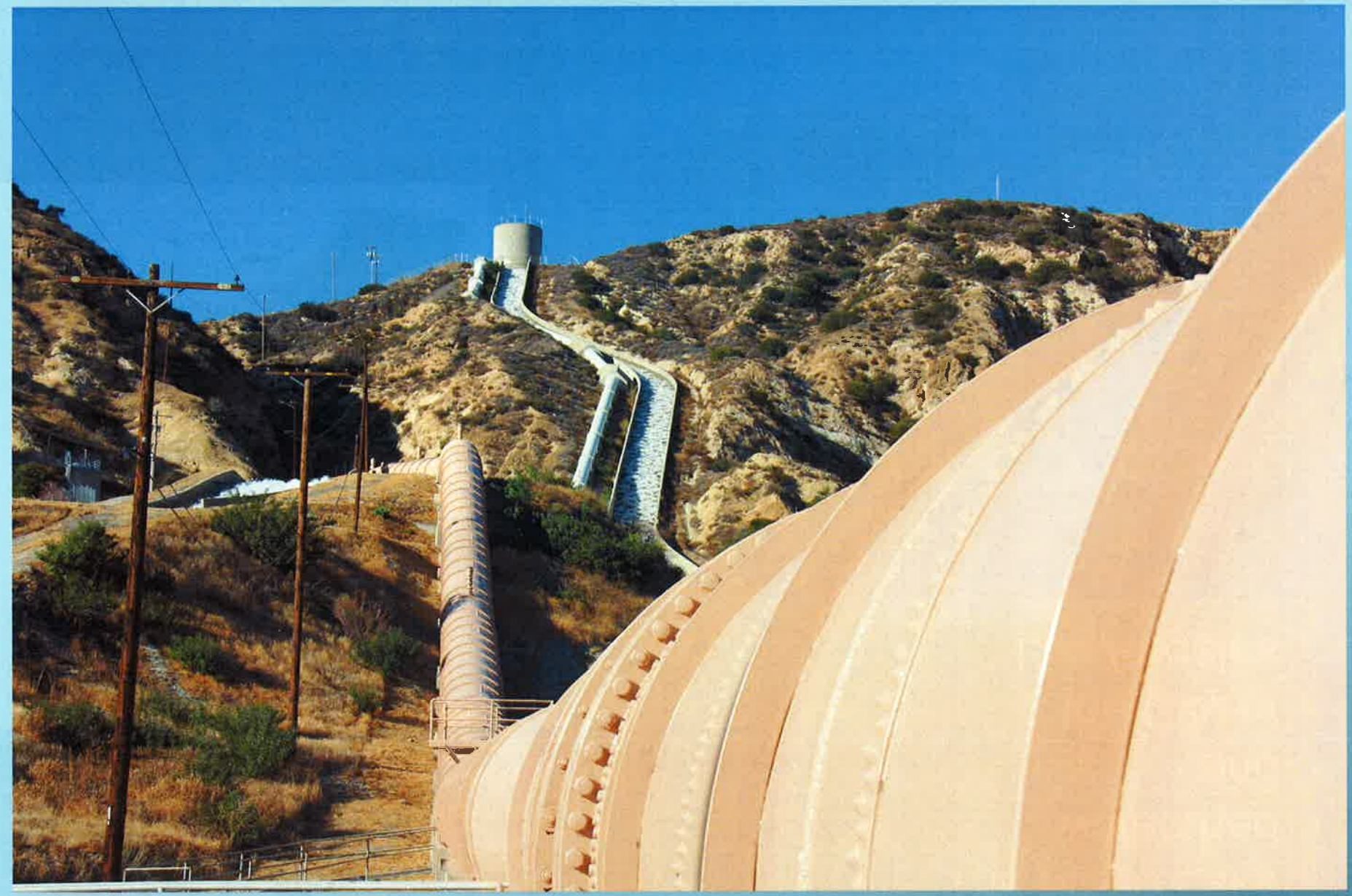
Brine Shrimp

Alkali Flies

Nesting and Migratory Birds

MONO LAKE COMMITTEE
INFORMATION CENTER & BOOKSTORE

MONO BASIN
Outdoor
Education Center



The Mono Lake watershed and the City of Los Angeles

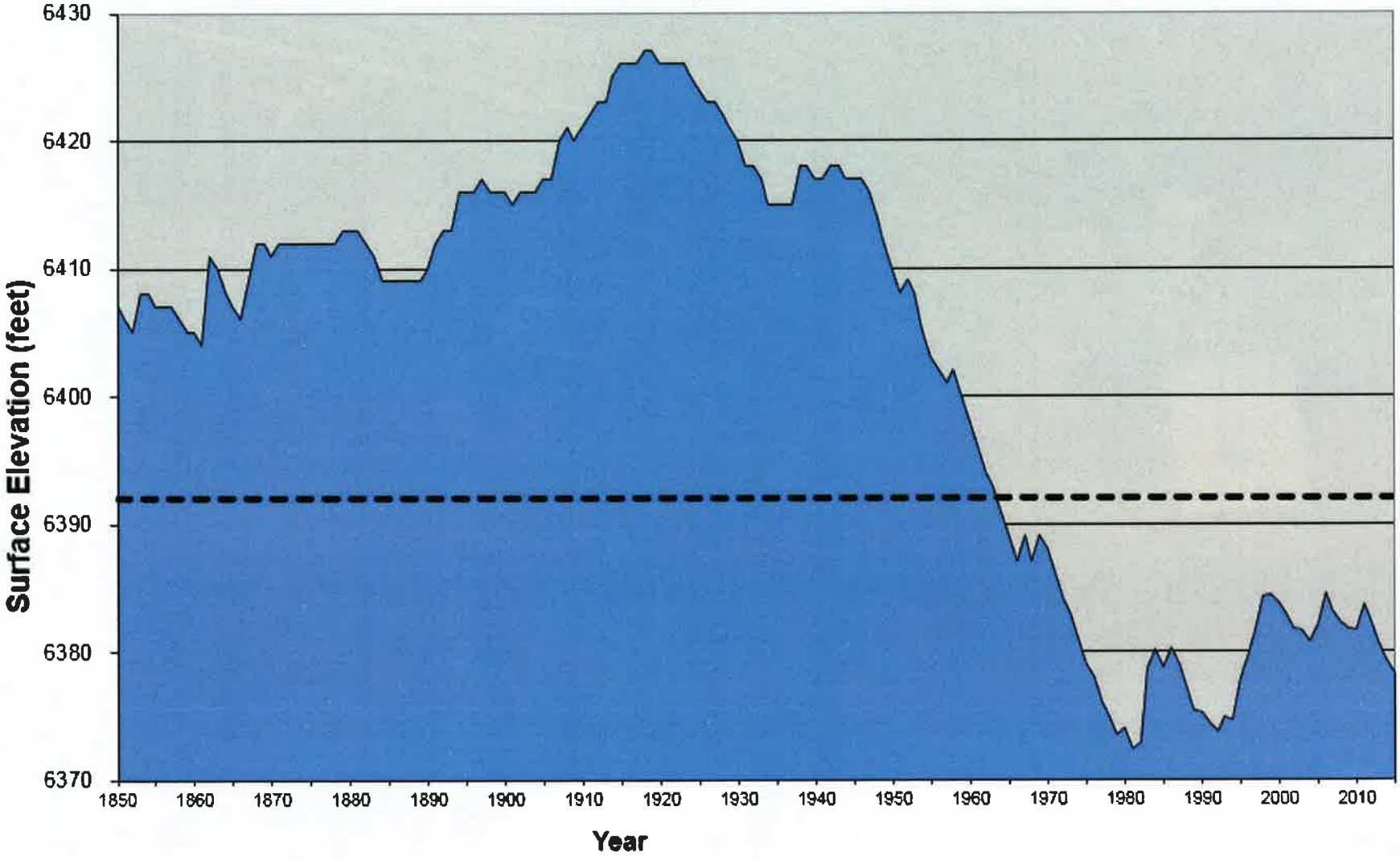
1962

1968

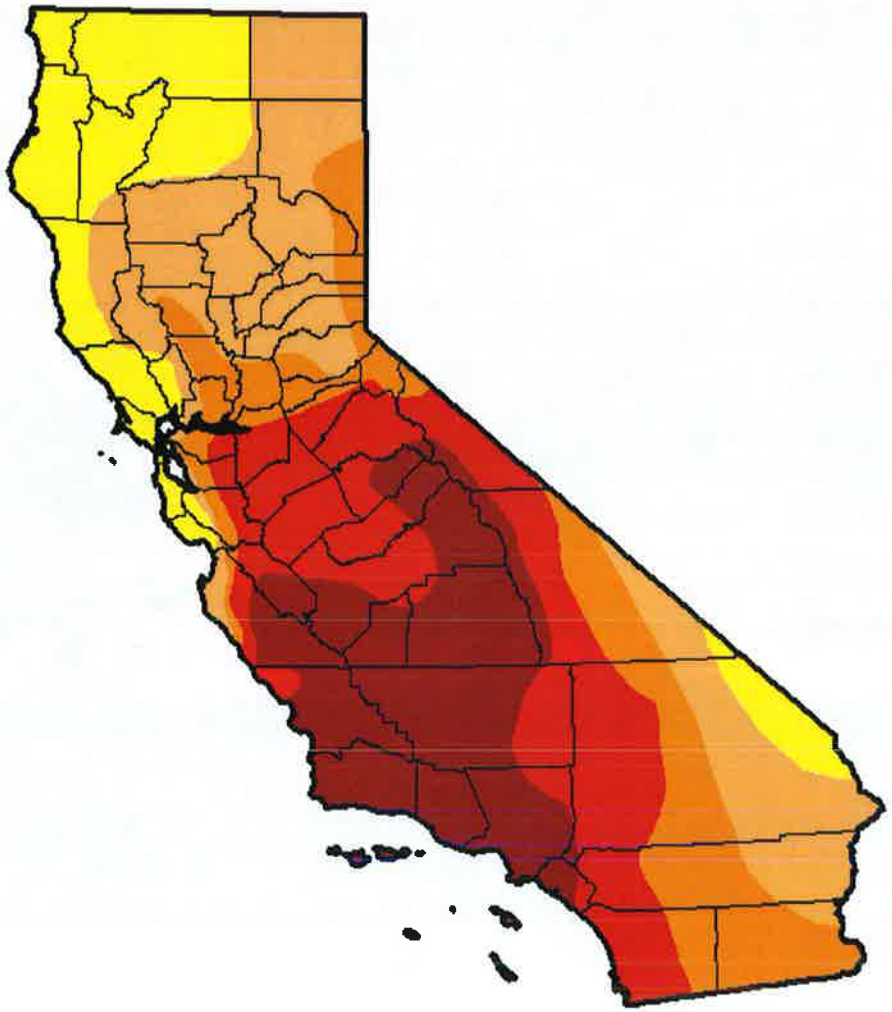
1995

2008

Mono Lake Level: 1850-Present



U.S. Drought Monitor
California



August 9, 2016
(Released Thursday, Aug. 11, 2016)
Valid 8 a.m. EDT

Drought Conditions (Percent Area)

	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
Current	0.00	100.00	83.59	59.02	42.80	21.04
Last Week 8/2/2016	0.00	100.00	83.59	59.02	42.80	21.04
3 Months Ago 5/10/2016	4.27	95.73	89.68	72.72	47.92	21.04
Start of Calendar Year 12/29/2015	0.00	100.00	97.33	87.55	69.07	44.84
Start of Water Year 9/29/2015	0.14	99.86	97.33	92.36	71.08	46.00
One Year Ago 8/11/2015	0.14	99.86	97.35	92.36	71.08	46.00

Intensity:

- D0 Abnormally Dry
- D1 Moderate Drought
- D2 Severe Drought
- D3 Extreme Drought
- D4 Exceptional Drought

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.

Author:
Richard Tinker
CPC/NOAA/NWS/NCEP

http://droughtmonitor.unl.edu/

Spring 2014

Spring 2015

Spring 2016

Los Angeles Times

$8.00 DESIGNATED AREAS HIGHER © 2015 THURSDAY, JUNE 25, 2015 latimes.com

DON KELSER Los Angeles Times

PEOPLE WALK on the exposed lake bed at Mono Lake, whose tributaries supply water to the city of Los Angeles; in the foreground is a gauge used to measure water depth, now yards away from the shoreline.

An ominous level

Mono Lake crisis threatens wildlife, L.A.'s water supply

BY LOUIS SAHAGUN

MONO LAKE, Calif. — As this drought-stricken body of salt water recedes, the repercussions mount: Its exposed alkaline flats are giving rise to dust storms. A haven for endangered migrating birds has become more vulnerable to predators. And Los Angeles' ability to divert snowmelt from the region — which it has done for seven decades — could be cut off.

In recent months, the Department of Water and Power has reduced its take from Mono's tributaries by more than two-thirds. Still, the 1-million-year-old lake is within two feet of the level that state officials say threatens the alpine ecosystem at the base of the eastern Sierra Nevada.

Unless the region gets a significant amount of rain by the next official water level reading in April, Mono may fall to 6,377 feet in elevation, triggering a halt to any diversions. The California State Water Resources Control Board established the limit in 1994 to resolve a dispute between environmentalists and the city 350 miles south.

Of particular concern is further exposure of a land bridge that coyotes could cross to access the second-largest California gull colony [See Mono Lake, A12]

California drought report card

latimes.com/droughtreportcard and CALIFORNIA, B2

Less water for L.A.?

If the water level in Mono Lake falls just two more feet, diversion of water to L.A. must be halted.

Mono Lake's water level governs how much L.A. can take

Source: L.A. Department of Water and Power, Mono Lake Committee

ROBERTA TAKIGUCHI Special to Los Angeles Times

'I am sorry,' the Boston bomber tells his victims

Dzhokhar Tsarnaev's first statement comes at formal sentencing.

BY RICHARD A. SERRANO

BOSTON — In a thick Russian accent — with his head bowed and body shaking — the man who appeared cold and emotionless throughout his trial for bombing the Boston Marathon two years ago stood in federal court Wednesday and apologized for detonating one of two explosives at the historic race.

Dzhokhar Tsarnaev, 21, stood nervously in a courtroom packed with survivors, jurors, lawyers and the federal judge who would shortly thereafter formally sentence him to death. He repeatedly invoked his Muslim faith while telling victims, "I am sorry for the lives I have taken, for the suffering I have caused you, and for the terrible damage I have done. Irreparable damage."

He added, "If there is any lingering doubt, let there be no more. I did do it along with my brother." Of the bombings, he said, "I am guilty."

The words of admission and regret, the first he has uttered publicly, followed the powerful testimony of several dozen victims and relatives of the dead gathered in the courtroom. Half of in the day, 30 of them — some still angry and suffering, others ready to move on and forgive — told the judge how the April 15, 2013, bombings had forever ripped apart their lives.

Many dismissed Tsarnaev's statement as inadequate. "A simple, believable apology would have been nice," said Lynn Julian, an [See Boston, A21]

DAVID GINSBURG Associated Press

BOMBING victim Erika Brannock, left, arrives at court, where the death sentence was confirmed.

DEPUTIES GUILTY IN JAIL VISITOR BEATING

BY JOEL RUBIN

Three Los Angeles County sheriff's deputies were convicted Wednesday of beating a handcuffed man bloody and then lying to cover up the abuse.

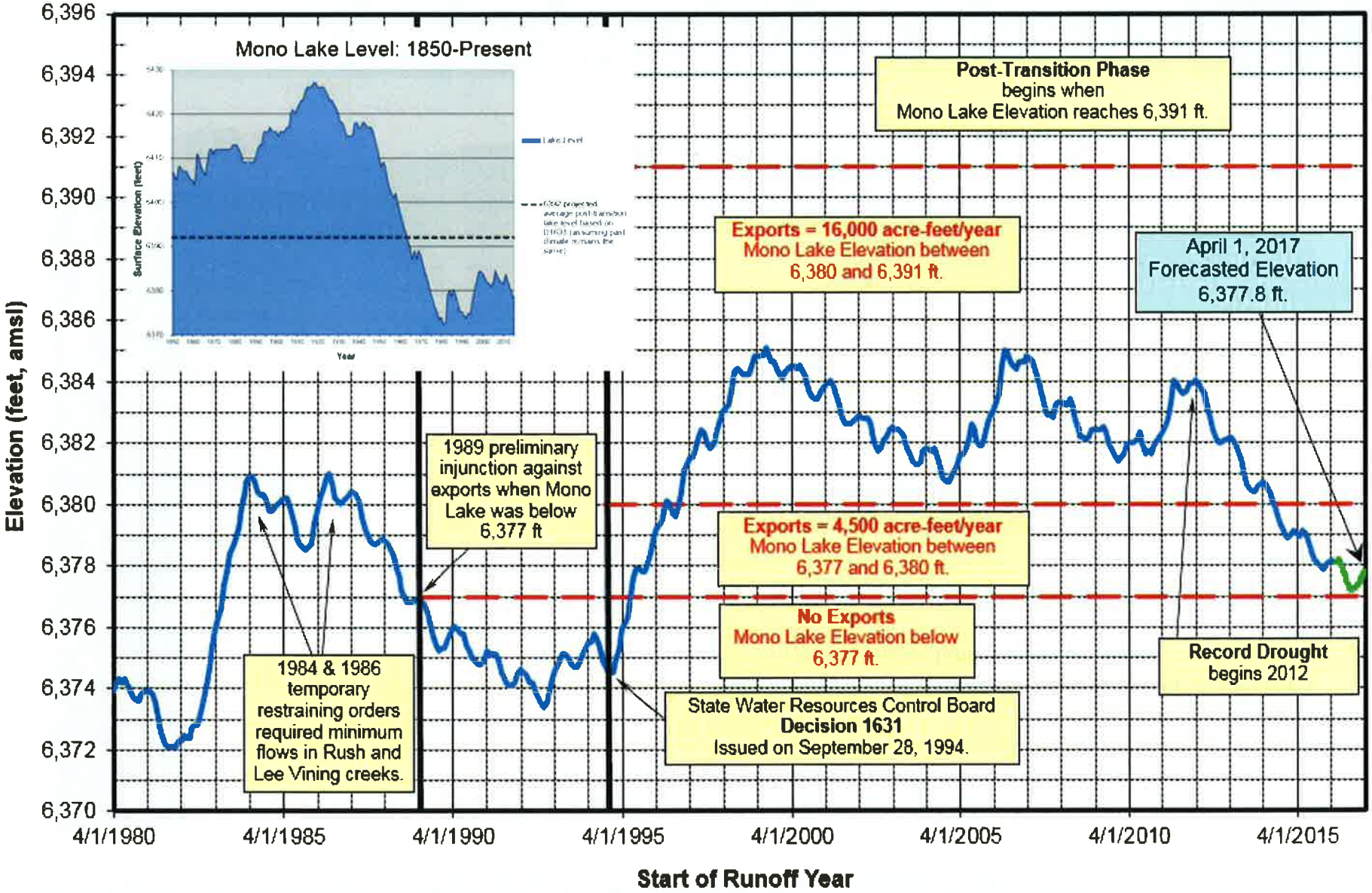
A federal jury deliberated for only four hours before returning guilty verdicts against Deputies Susie Ayala and Fernando Luviano and former Sgt. Eric Gonzalez, who supervised the incident and boasted about the assault in a text message to a colleague.

The trial, in which two

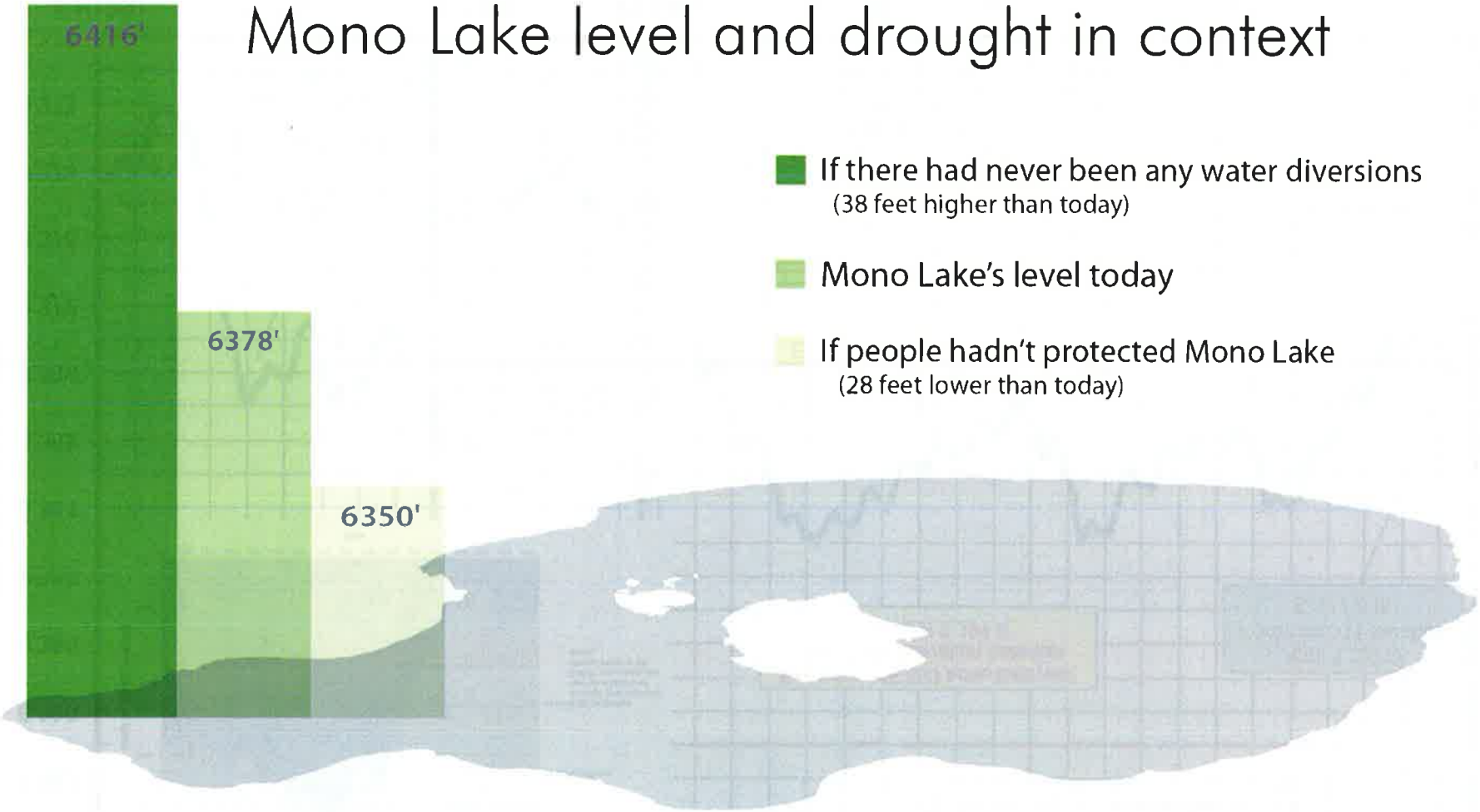
NEWS ANALYSIS

America seeks

Mono Lake Elevation



Mono Lake level and drought in context



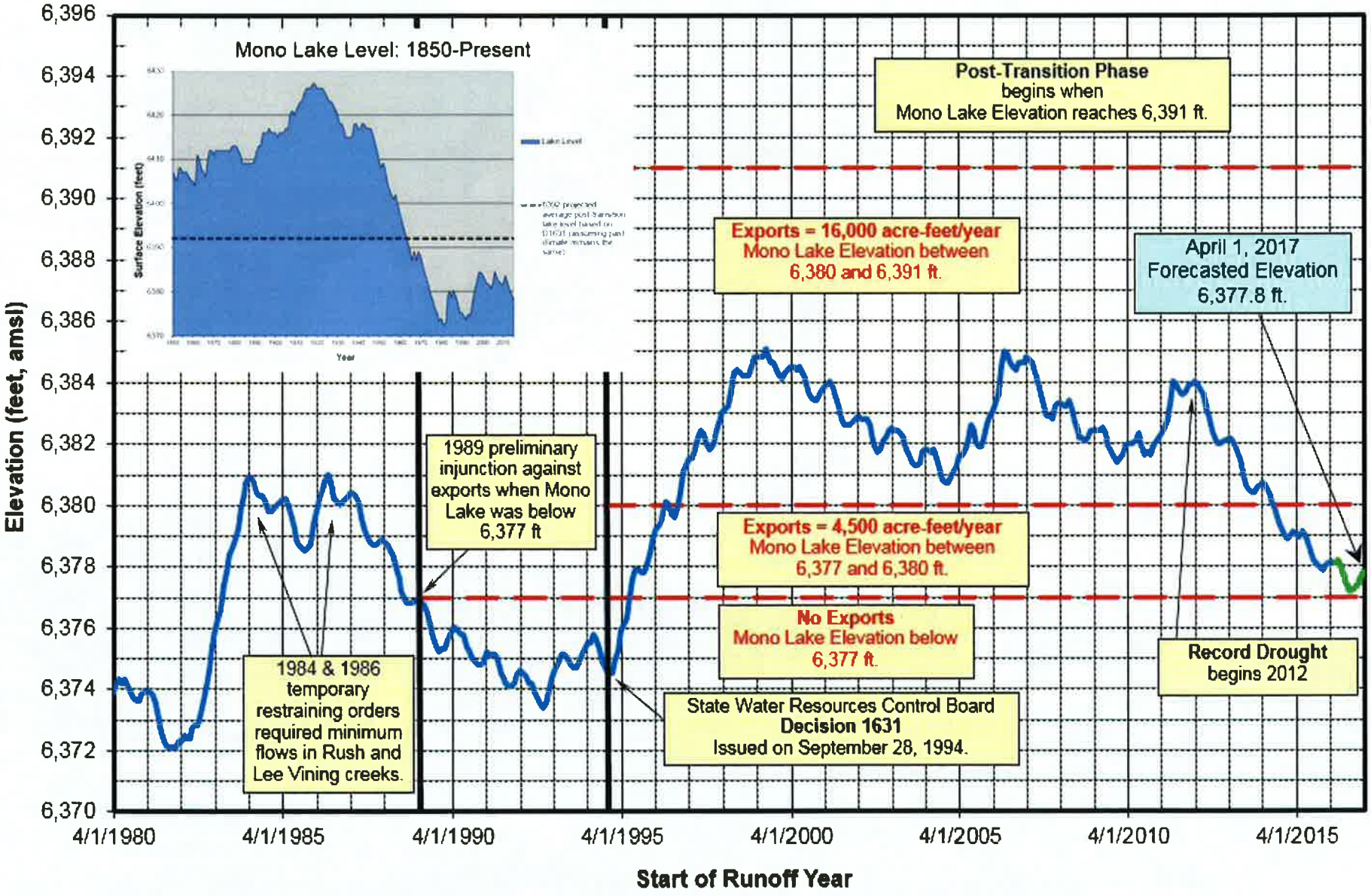
California State Water Resources Control Board

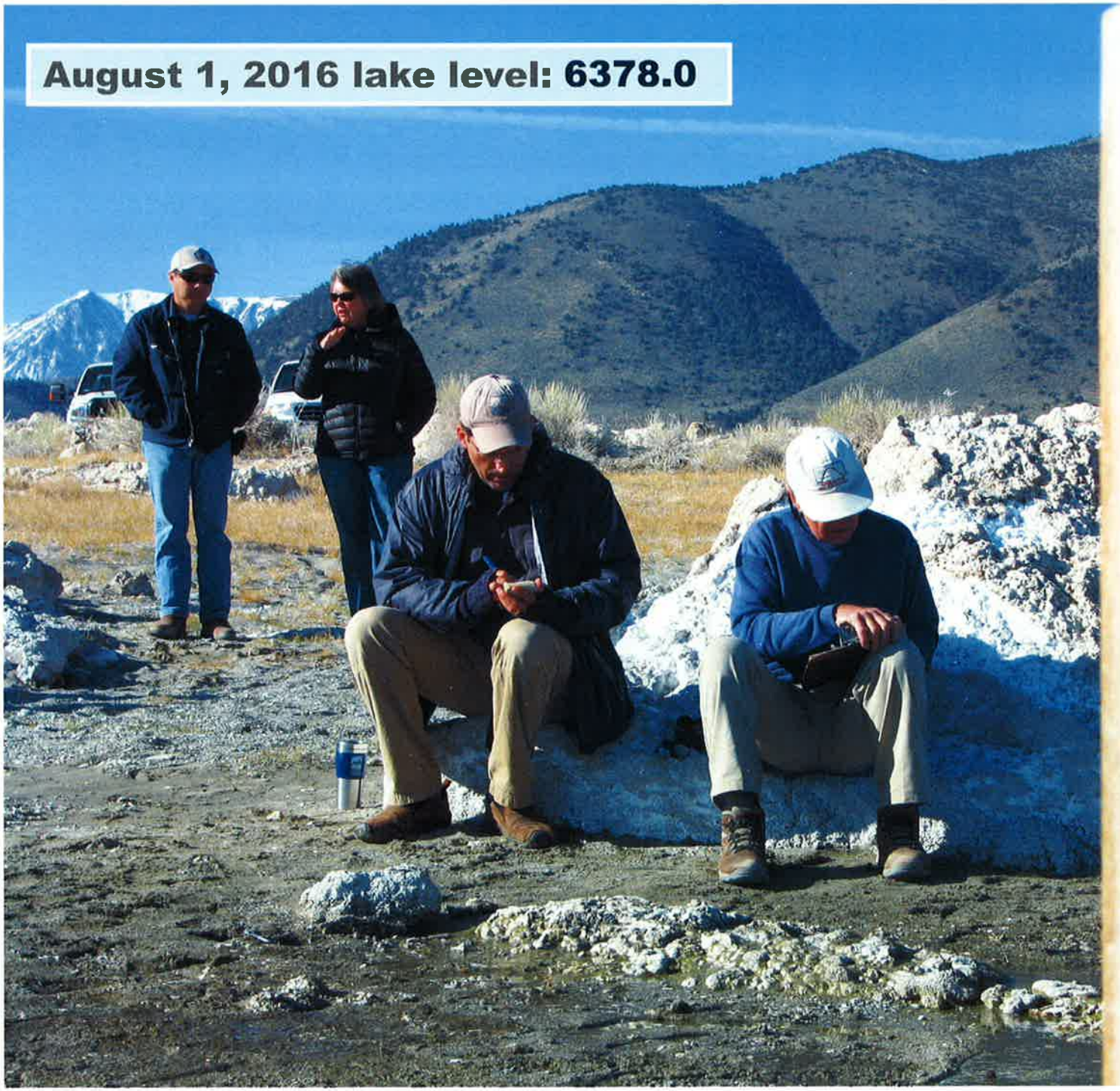
Provisions of license
authorizing Los Angeles to divert Mono Basin streams

Exports are directly linked to lake level

Mono Lake level measured on April 1	Allowed LADWP water exports
Above 6,391 feet	All streamflow in excess of minimum instream flow requirements
Between 6,380 and 6,391	16,000 acre feet
Between 6,377 and 6,380	4,500 acre feet
Below 6,377	0 acre feet
Forecast to fall below 6,377 April 1 – March 31	0 acre feet

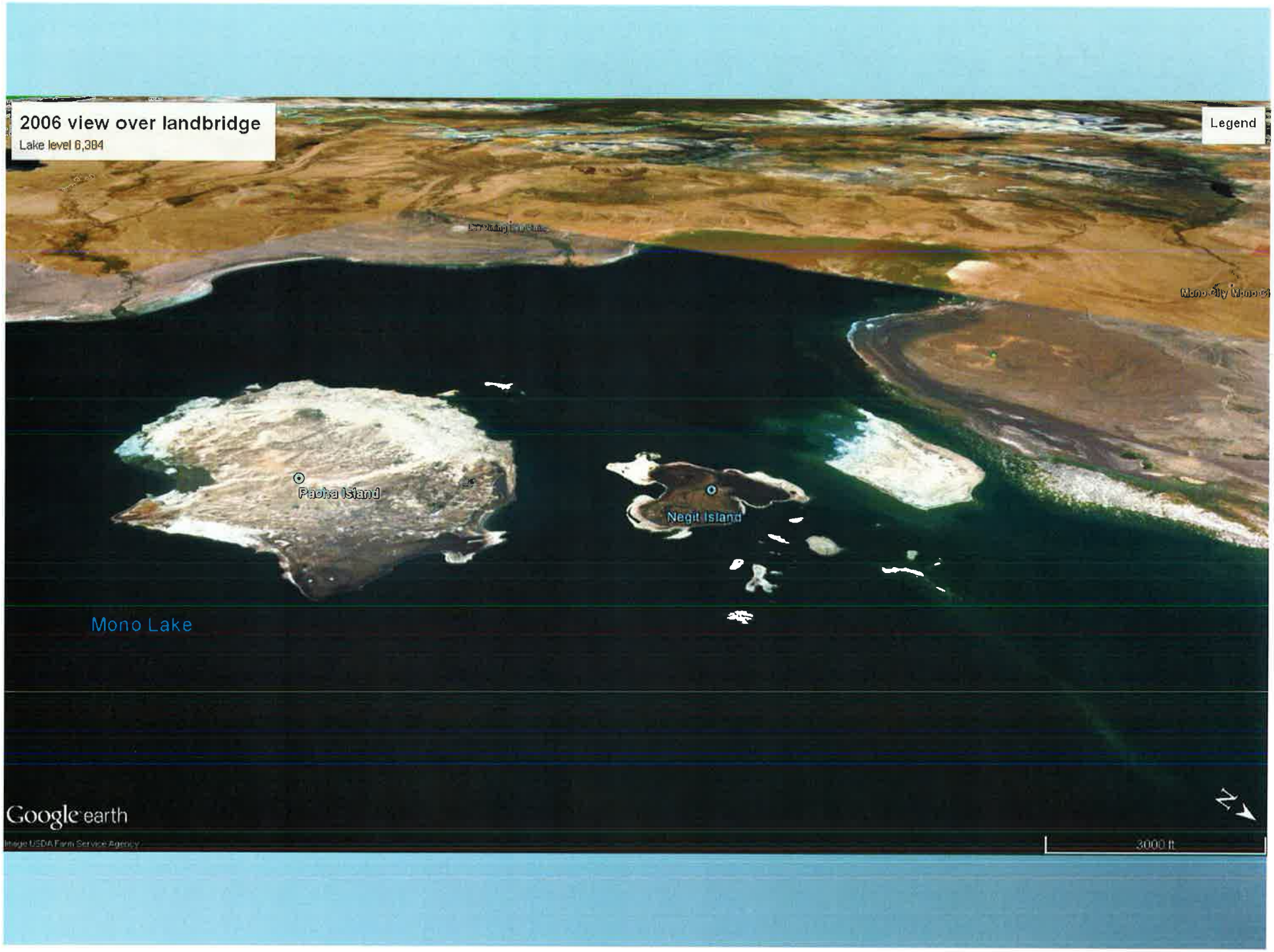
Mono Lake Elevation



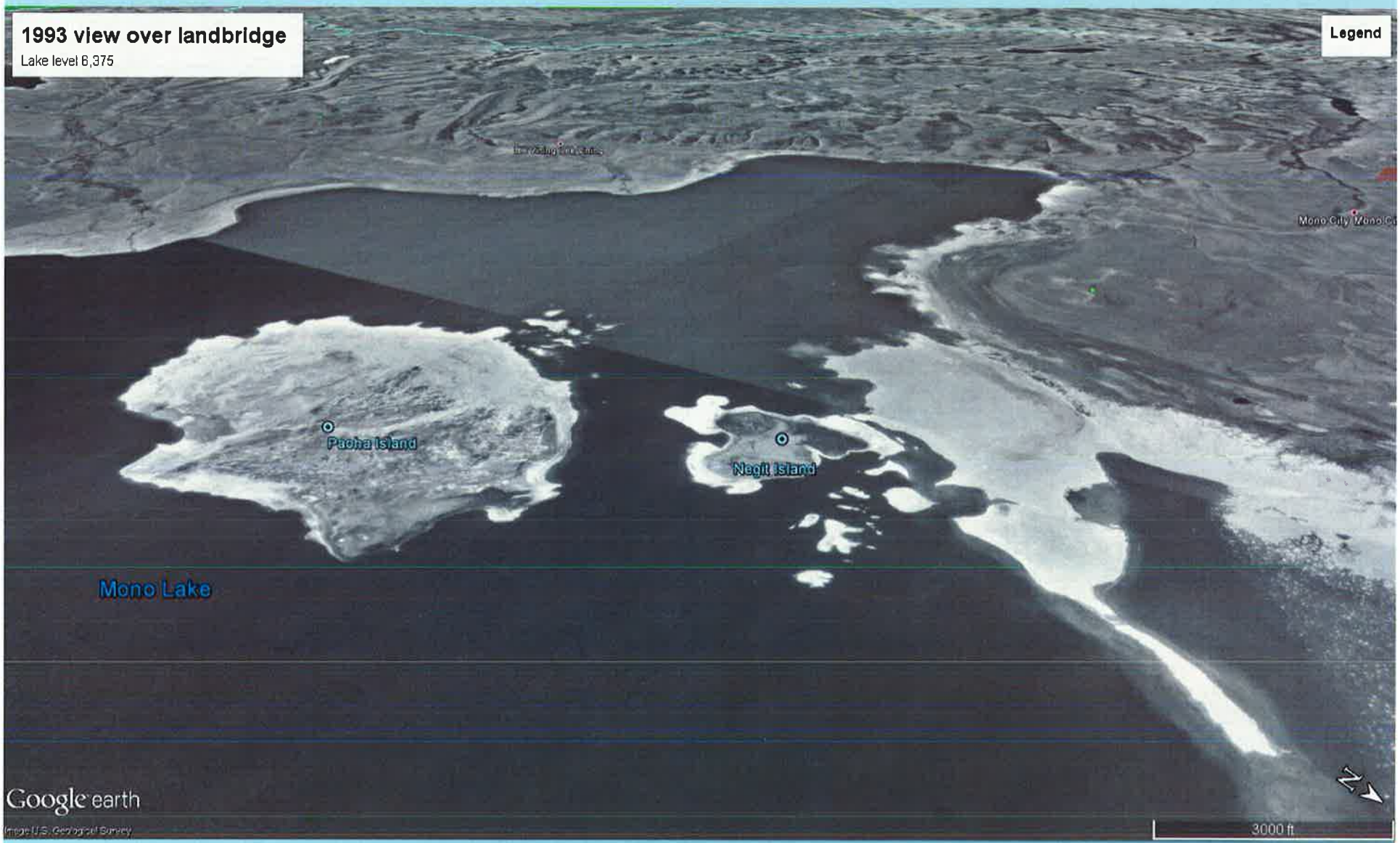

August 1, 2016 lake level: 6378.0

Los Angeles Water Exports from the Mono Basin
since State Water Board Decision 1631

Year	LADWP annual water export
1995 - 2012	16,000 acre feet
2013	16,000 acre feet
2014	16,000 acre feet
2015	4,500 acre feet
2016	4,500 acre feet
2017	If drought continues: 0

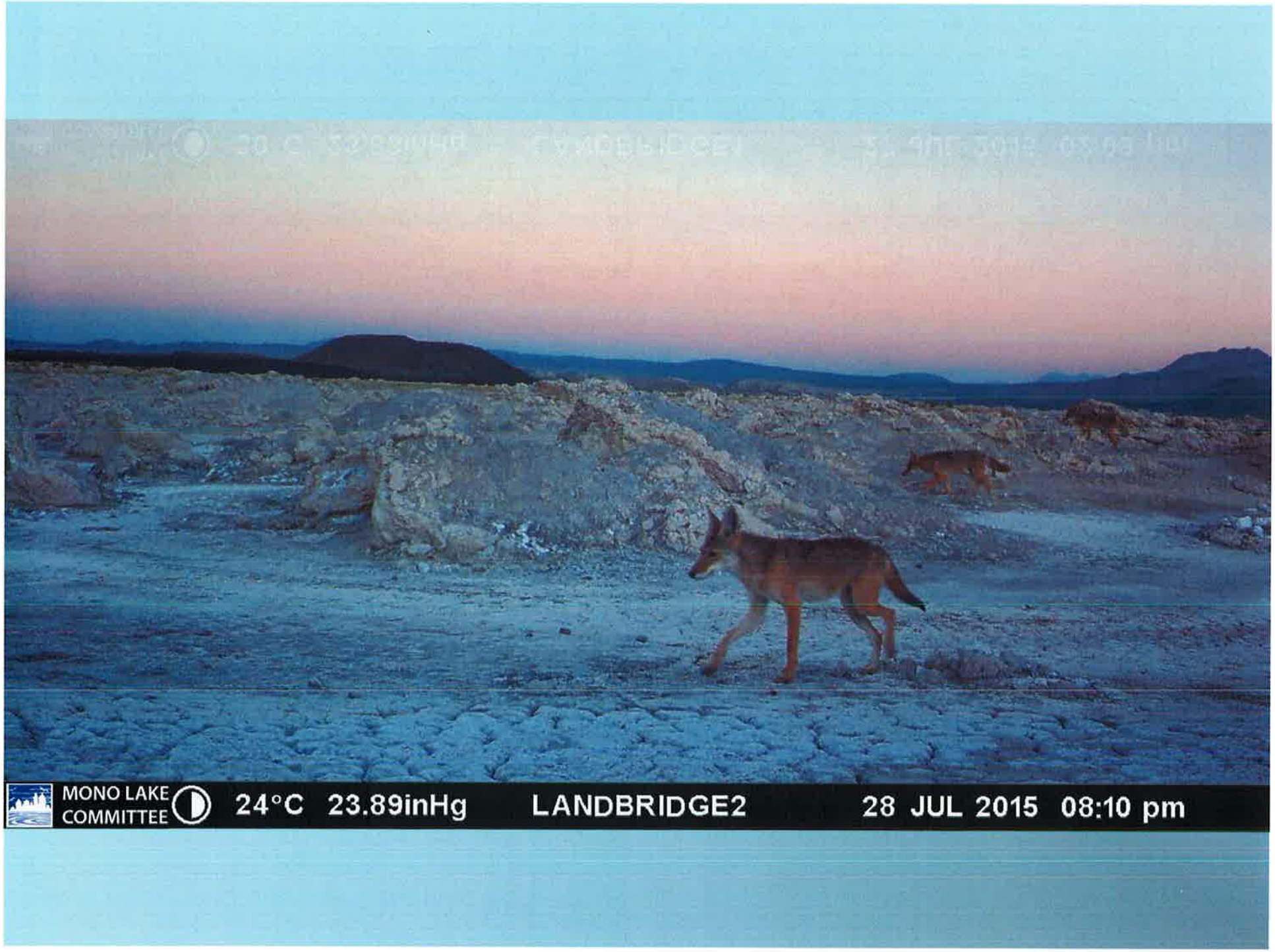

2006 view over landbridge
Lake level 6,384
Legend
Paoha Island
Negit Island
Mono Lake
Google earth
Image USDA Farm Service Agency
3000 ft

2013 view over landbridge
Legend
Mono City
Paoha Island
Negit Island
Mono Lake
Google earth
3000 ft
N


1993 view over landbridge
Lake level 6,375
Legend
Mono City
Paoha Island
Negit Island
Mono Lake
Google earth
Image U.S. Geological Survey
3000 ft
N

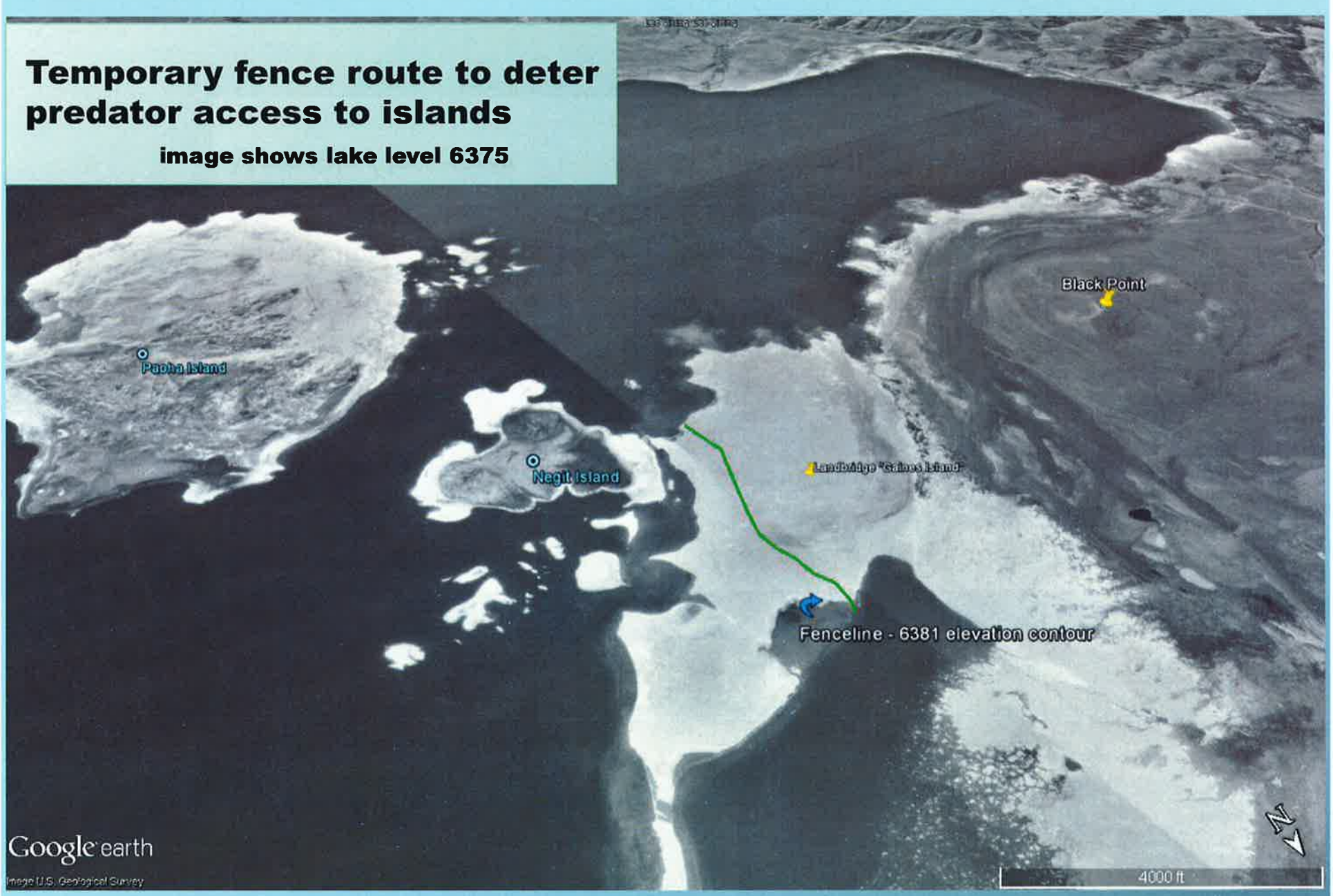
MONO LAKE
COMMITTEE
31°C 23.78inHg
LANDBRIDGE3
30 AUG 2015 04:33 pm

MONO LAKE
COMMITTEE
30°C 23.83inHg
LANDBRIDGE1
27 JUL 2015 02:09 pm


MONO LAKE
COMMITTEE
24°C 23.89inHg
LANDBRIDGE2
28 JUL 2015 08:10 pm

Temporary fence route to deter predator access to islands

image shows lake level 6375



Long term Mono Lake and tributary stream climate concerns

Key factors	Concerns
Warmer temperatures	Increased lake evaporation Change in snowmelt timing Reduced streamflow
Reduced east-of-Sierra precipitation	Change to Mono Lake water balance
Change in Sierra precipitation	Largest contributor to lake inflow
More rain / less snow	Stream impacts; fewer lake consequences

Future warmer temperatures shift timing of snowmelt

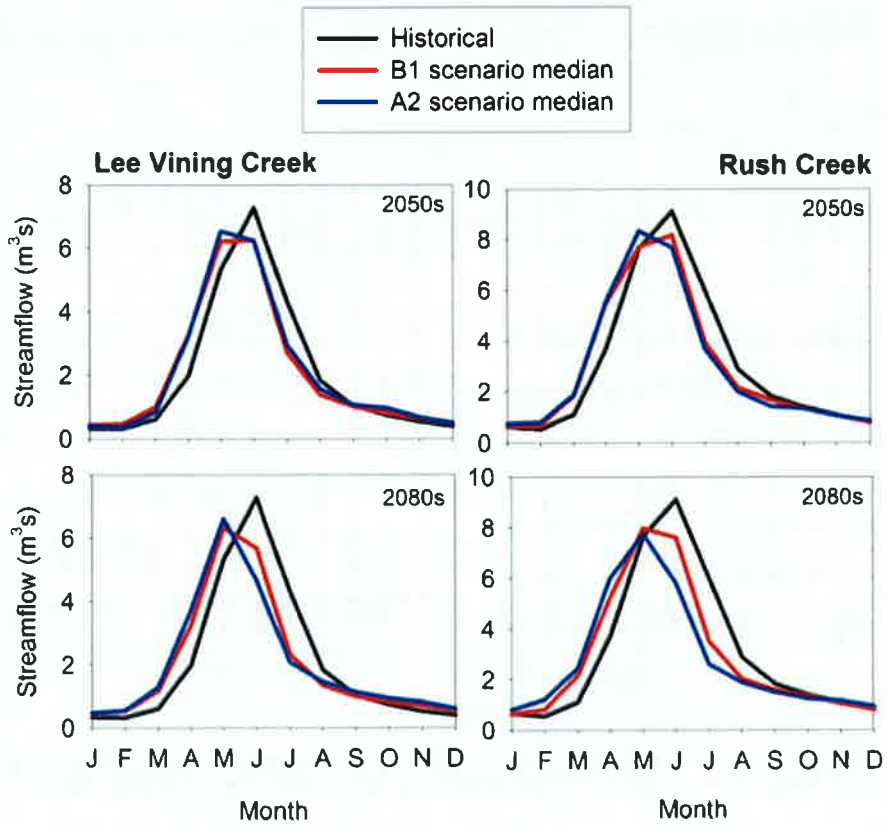


Fig. 7 Average monthly streamflow for the 2050s and 2080s under each emission scenario for Lee Vining and Rush Creeks

Effects of projected climate change on the hydrology in the Mono Lake Basin, California
Darren L. Ficklin & Iris T. Stewart & Edwin P. Maurer

Mono Lake Committee climate adaptation strategies

(highlights)

- Secure support and funding for management actions to mitigate climate change impacts
  - MLC steering role with the Sierra Climate Adaptation & Mitigation Partnership "a public-private, cross-sector partnership working to promote climate adaptation and mitigation strategies across the Sierra Nevada region"
- State Water Board to look at why management level not achieved in 2020
- Continue working with Los Angeles to achieve the city's goal to increase local water supply from 15% to 50% by 2035
- Create management framework that allows adaptation

Aqueduct infrastructure that can operate flexibly to restore tributary streams

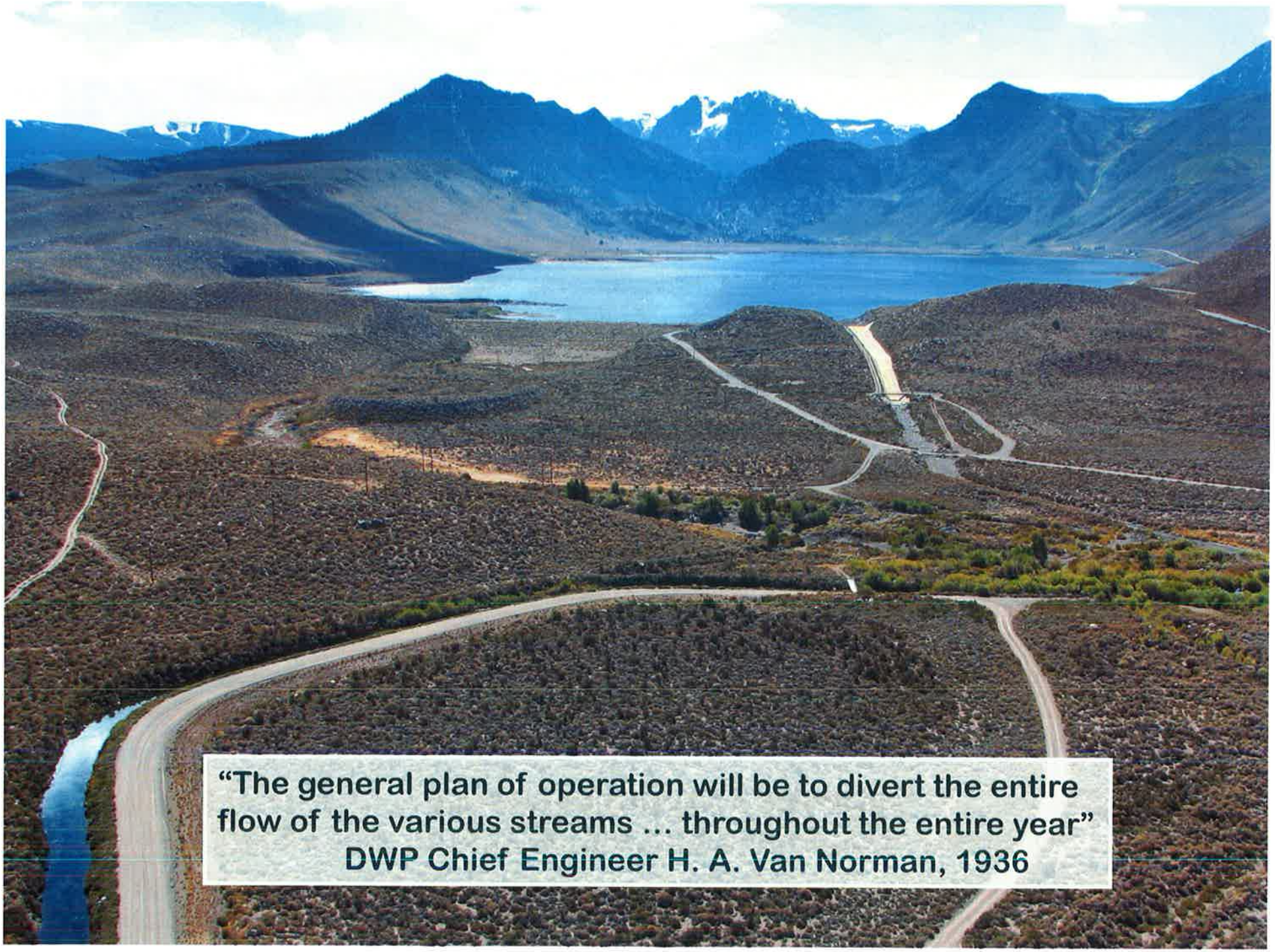

"The general plan of operation will be to divert the entire flow of the various streams ... throughout the entire year"
DWP Chief Engineer H. A. Van Norman, 1936

TABLE 1A: RUSH CREEK STREA ECOSYTEM FLOWS FOR EXTREME-WET YEARS

Hydrograph Component	Ti	Requirement	Ramping Rate
Spring Baseflow	April		Maximum:
Spring Ascension	M:		
Spring Bench	M		

TABLE 1C: RUSH CR

Hydrograph Comp	

WS FOR WET YEARS

ow Requirement	Ramping Rate
40 cfs	Maximum: 10% or 10 cfs*
; ascending to 80 cfs	Target: 5% Maximum: 25%
	Maximum: 20%

BLE 1D: RUSH CREEK STREAM ECOSYSTEM FLOWS FOR NORMAL YEARS

Hydrograph Component	Timing	Flow Requirement	Ramping Rate
Spring Baseflow	April 1 – April 30	40 cfs	Maximum: 10% or 10 cfs*
Spring Ascension	May 1 – May 14	40 cfs ascending to 80 cfs	Target: 5% Maximum: 25%
Spring Bench	May 15 – June 11	80 cfs	Maximum: 20%
Snowmelt Ascension	June 12 – June 15	80 cfs ascending to 120 cfs	Target: 10% Maximum: 20%
Snowmelt Bench	June 16 – July 14	120 cfs	Maximum Ascending: 20% Maximum Descending: 10% or 10 cfs*
Snowmelt Flood and Snowmelt Peak	Starting between June 1 and June 25 with the 3-d peak between June 23 a July 3	120 cfs ascending to 380 cfs,	Target Ascending: 20% Maximum Ascending: 40% Maximum Descending: or 10 cfs*
Medium Recession (Node)	July 15 – July 2		
Slow Recession	July 27 – Augu		

YSTEM FLOWS FOR WET/NORMAL YEARS

Flow Requirement	Ramping Rate
40 cfs	Maximum: 10% or 10 cfs*
40 cfs ascending to 80 cfs	Target: 5% Maximum: 25%
80 cfs	Maximum: 20%
; ascending 45 cfs	Target: 10% Maximum: 20%
's	Maximum Ascending: 20% Maximum Descending: 10% or 10 cfs*
g to	Target Ascending:

TABLE 1F: RUSH CREEK STREAM ECOSYSTEM FLOWS FOR DRY/NORMAL I YEARS

Hydrograph Component	Timing	Flow Requirement	Ramping Rate
Spring Baseflow	30	40 cfs	Maximum: 10% or 10 cfs*
		40 cfs ascending to 80 cfs	Target: 5% Maximum: 25%
			Maximum Ascending: 20% Maximum Descending: 10% or 10 cfs*
			Target: 6%

TABLE 1E: RUSH CREEK STREAM ECOSYSTEM FLOWS FOR DRY/NORMAL II YE

Hydrograph Component	Timing	Flow Requirement
Spring Baseflow	April 1 – May 18	
ascension	May 19 – May 31	
June 1		40

TABLE 1G: RUSH CREEK STREAM ECOSYSTEM FLOWS FOR DRY YEARS

Hydrograph	Timing	Flow Requirement	Ramping Rate
	– April 30	30 cfs	Maximum: 10% or 10 cfs*
		30 cfs ascending to 70 cfs	Target: 5% Maximum: 25%
			Maximum Ascending: 20% Maximum Descending: 10% or 10 cfs*

Benefits of the new streamflows

A comparison of Rush Creek flows under the current and new streamflow rules

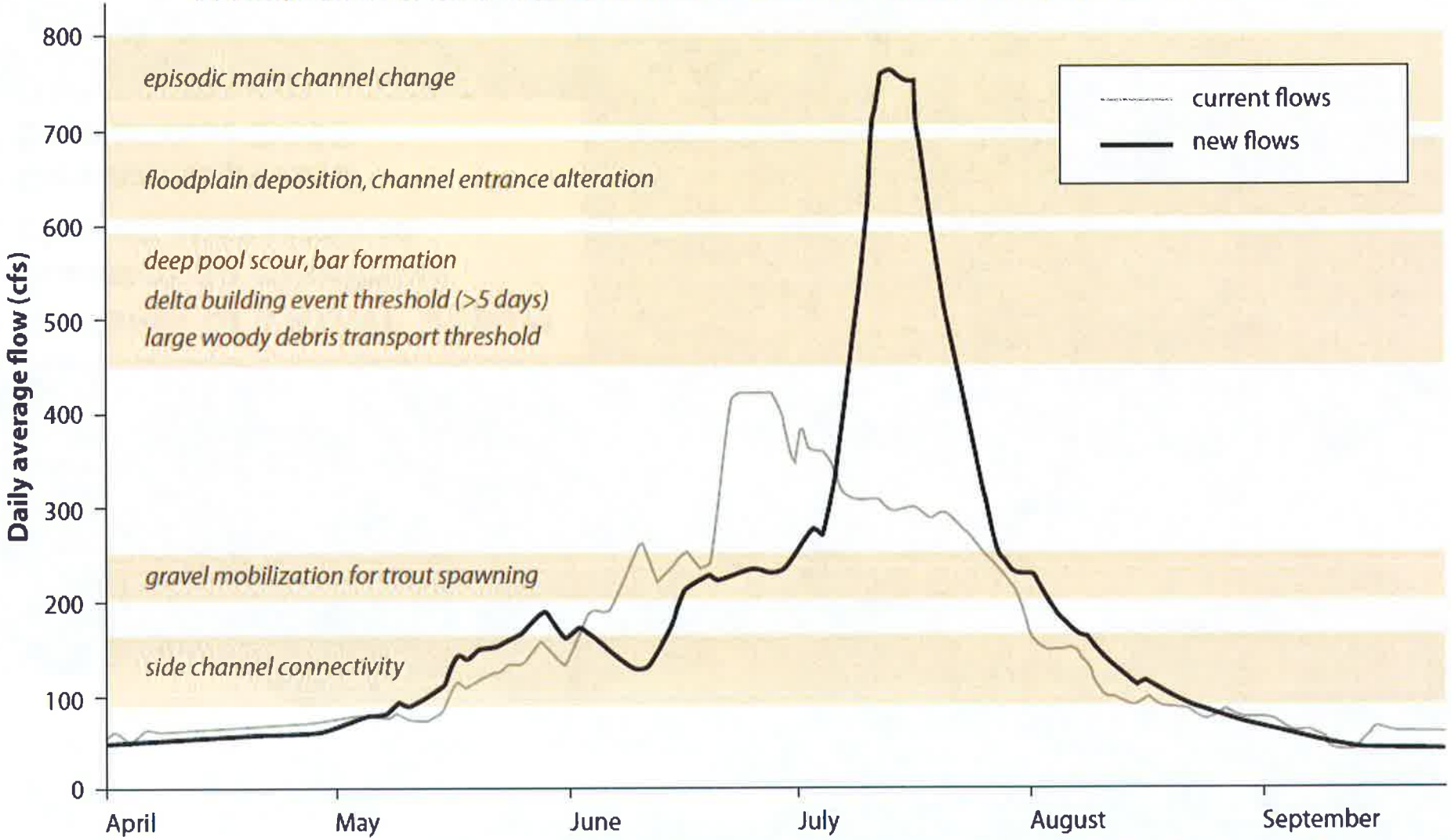


Figure 2: A comparison of wet year streamflows required in the Rush Creek bottomlands. Currently, the highest flow that can be reliably achieved is approximately 400 cubic feet per second. With the new Agreement, much higher streamflows will be reliably delivered.

Revision of LADWP export licenses to maximize stream restoration:

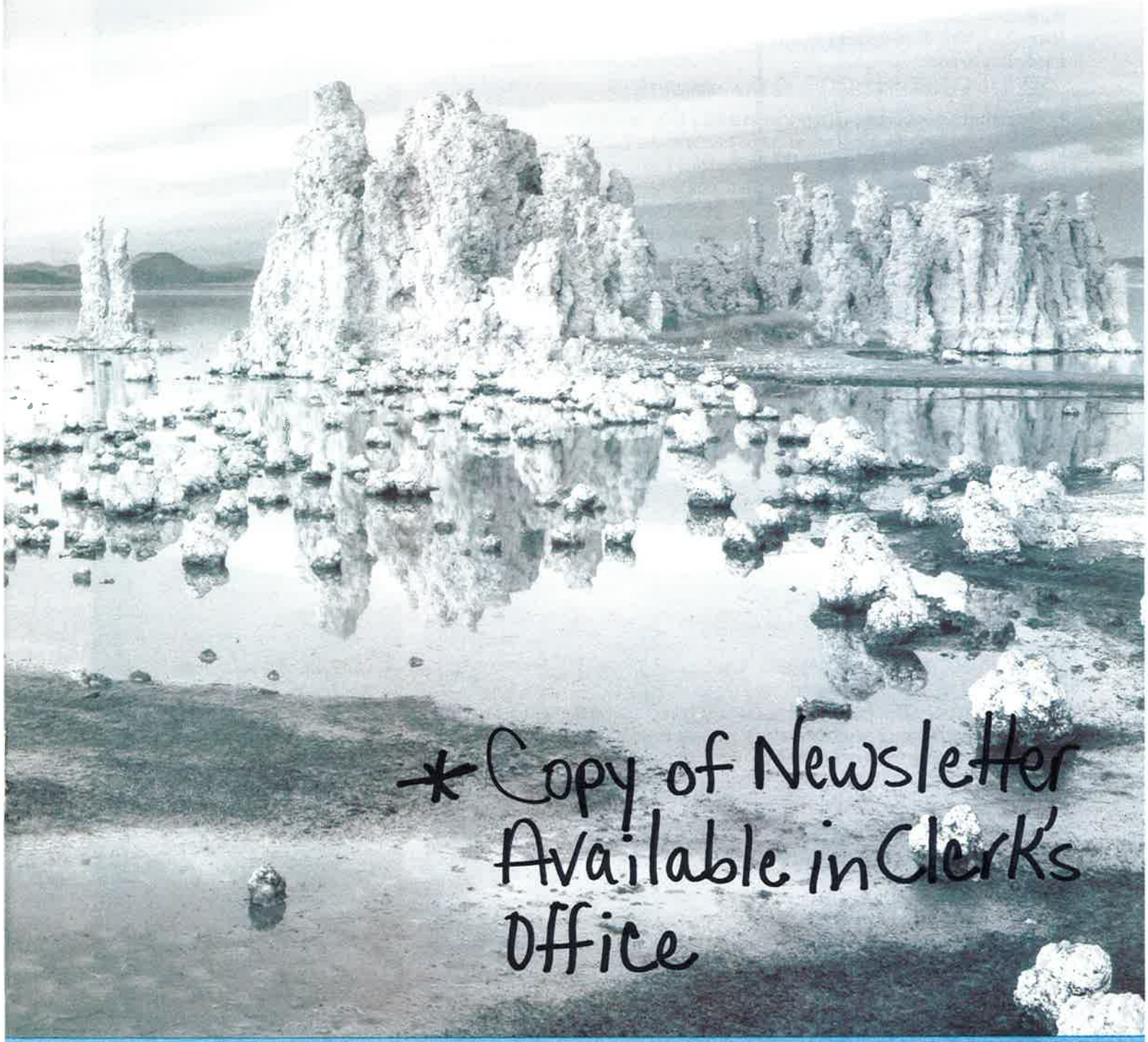
Comment period September 2016

MONO LAKE
COMMITTEE

MONO LAKE

NEWSLETTER

Summer 2016



*Copy of Newsletter Available in Clerk's Office

Drought, Year Five | Ecological Monitoring | New Guided Tours | Mono Lake Map

August 16, 2016
Regular Meeting
Item #9b
EDD/CDD
Friends of the Inyo/
Trail Maintenance
Project Report

MONO COUNTY TRAILS

Stewardship for our communities, visitors, and world-class recreation

2016 Trails Maintenance

- $4,099 of volunteer time on two public stewardship days
- 150 hours of professional trail maintenance
- Trails from June Lake to Twin Lakes

COMMUNITY VOLUNTEER DAYS

Mono Basin

- Brushed and rocked ¾ miles of trail
- Cleared brush and delineated parking and day use area
- Removed two fallen trees from restroom

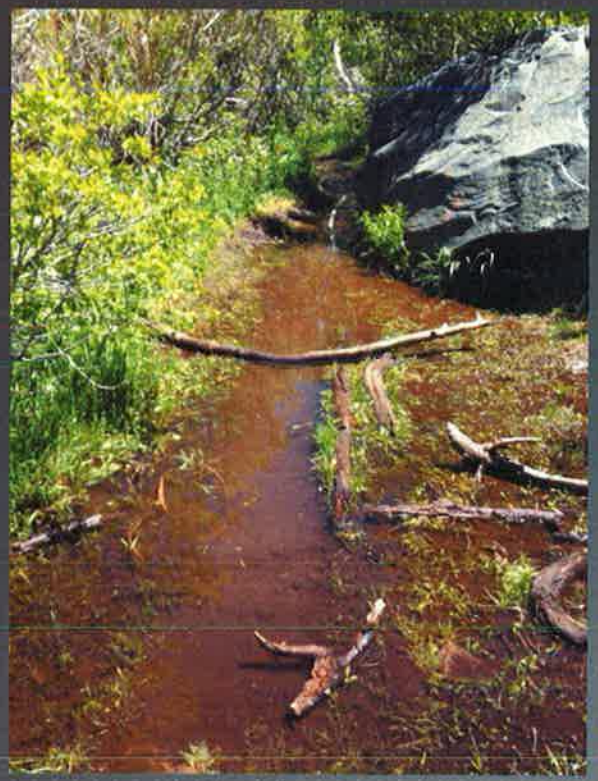
June Lake

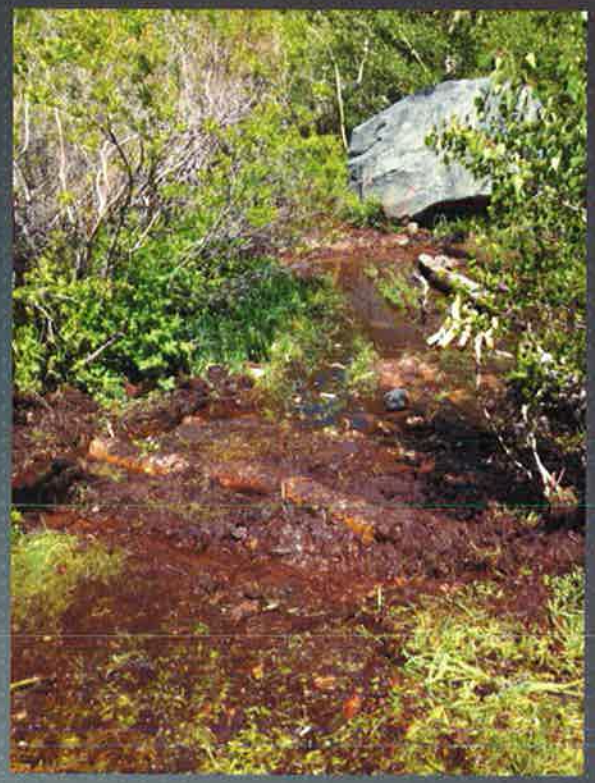
- Maintained five miles of trails
- Removed graffiti from 15 trees
- Refinished 13 signs & replaced broken posts
- Removed thousands of invasive plants

PARKER BENCH TRAIL

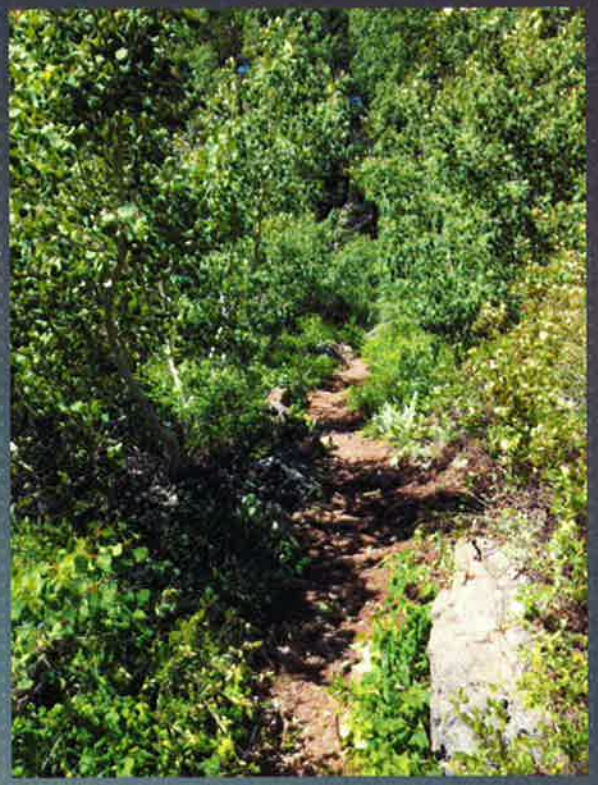
LUNDY CANYON

LUNDY CANYON





GREEN CREEK



TWIN LAKES

OTHER PROJECTS IN MONO COUNTY

- Mammoth Lakes Trail System Trails
- Restoration Projects along Deadman & Glass Creeks
- John Muir Wilderness Trail Work
- Round Fire Scar National Public Lands Day Planting

Plans & potential work

- Tom's Place -Lower Rock Creek
- June Lake Trails Day
- Mono Basin Clean Up
- Wayfinding Improvements
- North County Motorized Trails
- Community Trails Projects
- Ongoing maintenance and repair throughout Mono County

THANK YOU FOR SUPPORTING TRAILS AND COMMUNITY STEWARDSHIP

FRIENDS OF THE INYO

PRESERVATION • EXPLORATION • STEWARDSHIP

August 16, 2016
Regular Meeting
Item #9c
EDD
Economic Development/ Tourism Presentation

Mono County Economic Development

Tourism & Economic Development

Mono County Board of Supervisors

August 16, 2016

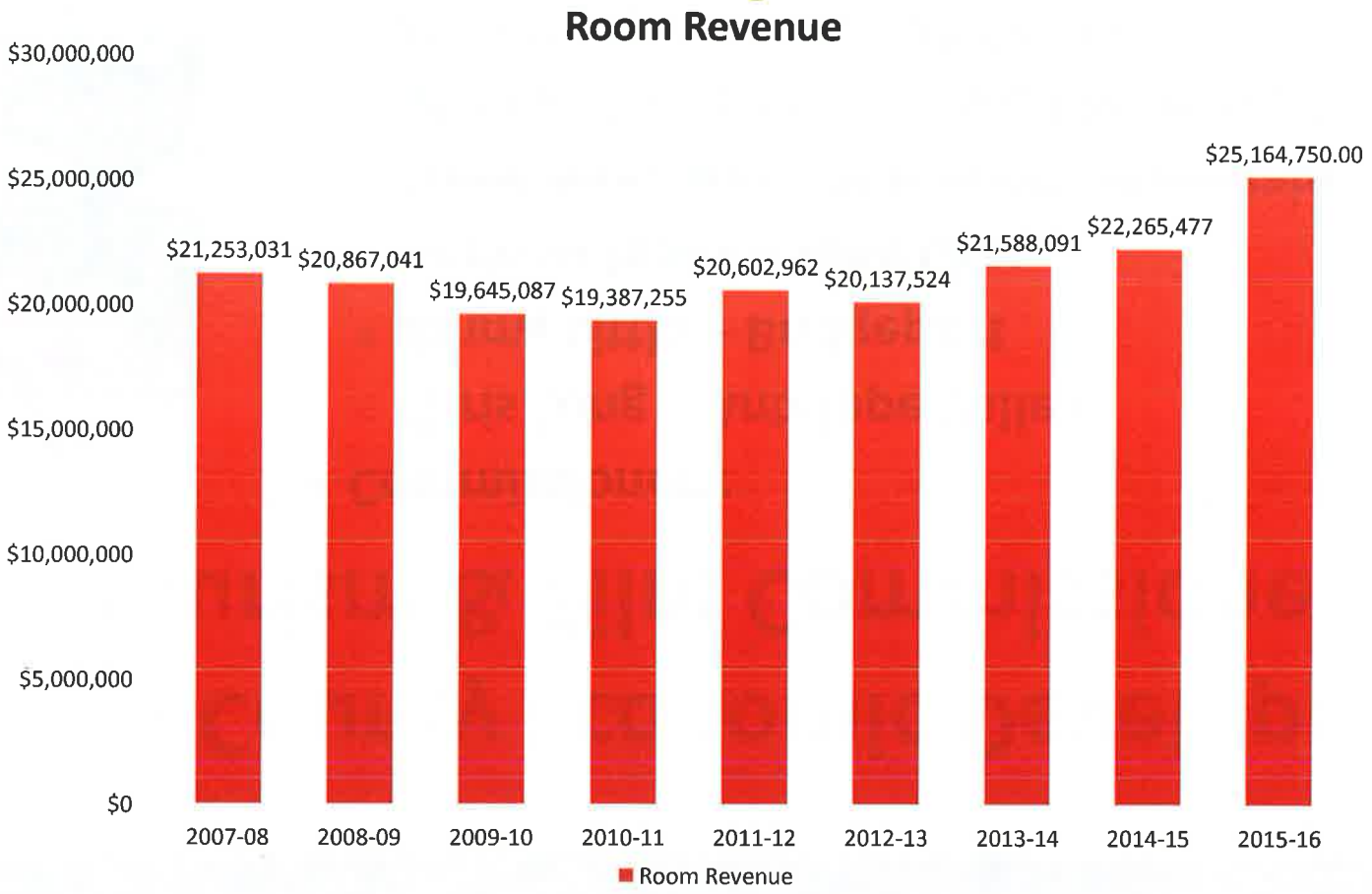
Mono County Partnerships and Boards

- FLICS
- Visit California
- Brand USA
- CalTravel
- CALED Ambassador
- Fisheries Commission
- Economic Development, Tourism & Film Commission
- Eastern Sierra Fishing Coalition
- YARTS ACC
- Yosemite Transportation Marketing Group
- Yosemite Gateway Partners
- IAVC Lone Pine

Mono County Economic Development, Tourism & Film Commissioners

- Commissioners:
  - Chris Long – Antelope Valley
  - Jimmy Little – Bridgeport
  - Andrew Jones – June Lake
  - Steve Morrison – Mammoth Mountain
  - Michael Vanderhurst – Visit Mammoth
  - Jennifer Roeser – South County
  - Geoff McQuilkin – Mono Basin

TOT by Year


Room Revenue
$30,000,000
$25,000,000
$20,000,000
$15,000,000
$10,000,000
$5,000,000
$0
$21,253,031
$20,867,041
$19,645,087
$19,387,255
$20,602,962
$20,137,524
$21,588,091
$22,265,477
$25,164,750.00
2007-08
2008-09
2009-10
2010-11
2011-12
2012-13
2013-14
2014-15
2015-16
Room Revenue

Tourism Marketing Funding

Mono County TOT currently 12%

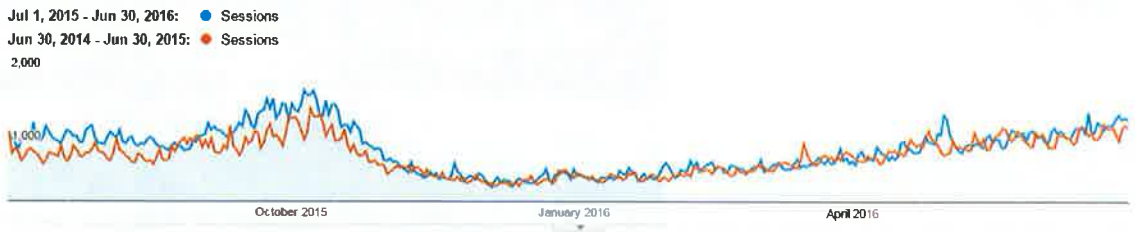
Mono County Tourism receives 1/12

FY 15-16 = $216,000
FY 16-17 = $251,000

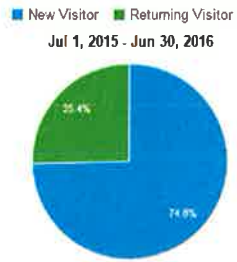
MonoCounty.org

- Traffic up 14.90%
- 74.6% of users have never been to the site before
- New pages on Wildflowers
- Fishing and fishing reports are still the most viewed pages

457,518 Page Views This Year!



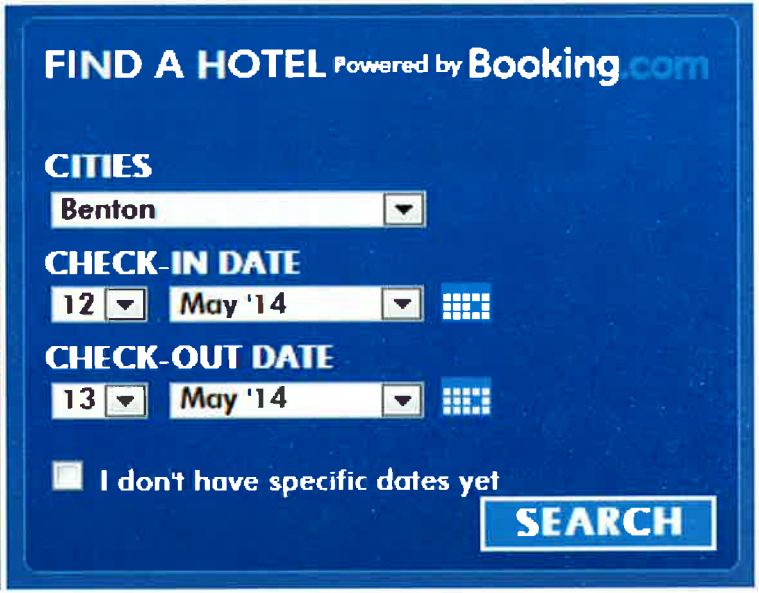
Sessions	Users	Pageviews
14.90%	15.94%	3.11%
256,316 vs 223,075	195,313 vs 168,457	457,518 vs 443,717
Pages / Session	**Avg. Session Duration**	**Bounce Rate**
-10.26%	-9.44%	7.04%
1.78 vs 1.99	00:01:59 vs 00:02:12	61.85% vs 57.79%



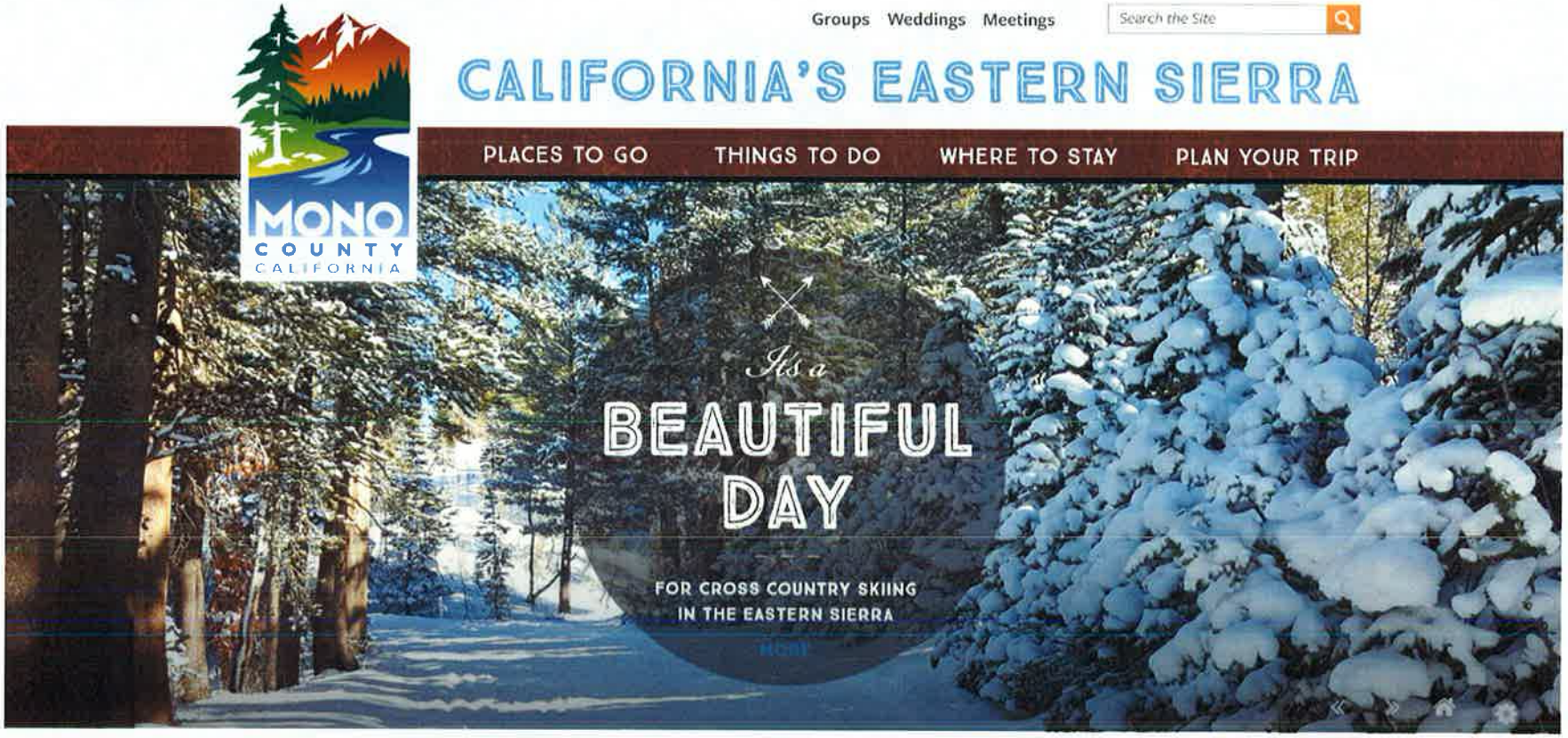
Jun 30, 2014 - Jun 30, 2015

Booking.com in 2015

- 238 Bookings
- 478 Booked room nights
- $2,159.68 in commission back to the County

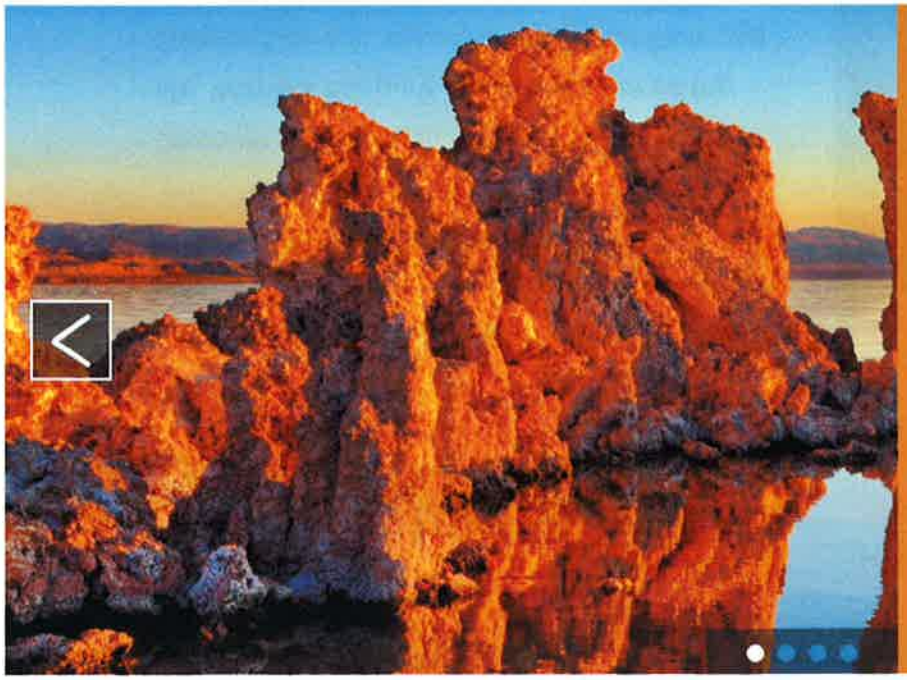


New Website!


Groups Weddings Meetings
Search the Site
CALIFORNIA'S EASTERN SIERRA
MONO COUNTY CALIFORNIA
PLACES TO GO
THINGS TO DO
WHERE TO STAY
PLAN YOUR TRIP
It's a
BEAUTIFUL DAY
FOR CROSS COUNTRY SKIING IN THE EASTERN SIERRA

New Website!

EXPLORE MONO COUNTY



MONO LAKE

Ancient inland sea & bird sanctuary

One of the oldeset lakes in the western hemisphere, Mono Lake is hauntingly beautiful. A paradise for bird watchers and photographers, Mono Lake also offers interpretive hiking trails and is a peaceful haven for enjoying nature in all its grandeur.

READ MORE

New Website!

Welcome to

MONO COUNTY

Discover the Mono County, California way of life. Witness the pure natural wonder of the Eastern Sierra in **Yosemite National Park** and **Mono Lake**. Explore outdoor recreation at Mammoth Mountain and June Mountain. Mono County's scenic beauty is meant for living. Where else can you see the historical **Bodie** Ghost Town, famous **Crowley Lake** and **Bridgeport** all within one day on legendary Highway 395? Come find your spot in natural wonder, whatever your passion.

75 SECONDS OF MONO COUNTY

We hope you enjoy this short video which tries to capture the essence of Mono County in just over a minute...

New Website!

MONO COUNTY
INTERACTIVE MAP
CLICK HERE
TOPAZ
COLEVILLE
WALKER
BRIDGEPORT
BODIE
VIRGINIA LAKES
LUNDY LAKES
SADDLEBAG LAKES
LEE VINING
Mono Lake
TIOGA PASS
YOSEMITE
JUNE LAKE LOOP
INYO NATIONAL FOREST
BENTON
BENTON HOT SPRINGS
CROWLEY LAKE
MAMMOTH LAKES
CONVICT LAKE
MCGEE CREEK CANYON
ROCK CREEK CANYON
NEVADA
CALIFORNIA
DENVER
RENO
MONO COUNTY
SACRAMENTO
SAN FRANCISCO
YOSEMITE NATIONAL PARK
DEATH VALLEY NATIONAL PARK
LAS VEGAS
LOS ANGELES
SAN DIEGO

Social Media

Mono County Facebook: 111,000 Fans!

- Visit Mammoth 43,451
- Visit Bishop 9,212
- Inyo County 1,271
- Reno Tahoe 56,663
- Tahoe North 98,461
- Visit Sacramento 47,709
- Mammoth Mountain 278,302

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	Visit California	1.4m	▲0.3%	71	12.6K
2	Los Angeles – discoverL...	1.1m	0%	15	4.8K
3	San Francisco | The Offi...	590.6K	▲0.1%	28	7.4K
4	Canada Keep Exploring	412K	▲0.3%	14	9.5K
5	Visit Santa Barbara	213.4K	▲0.2%	4	4.3K
YOU 6	Mono County Tourism - ...	111.3K	▲0.4%	10	41.9K

Social Media

- Instagram 8,176 Followers
- Twitter 2,048 Followers
- YouTube 62,633 Views
- Pinterest 269 Followers

monocountytourism Following

Mono County - Eastern Sierra Scenic #hwy395, #TiogaPass to #Yosemite NP, #BodieGhostTown, #MonoLake, tons of outdoor rec & quintessential mountain towns #MonoCounty #EasternSierra **MonoCounty.org**

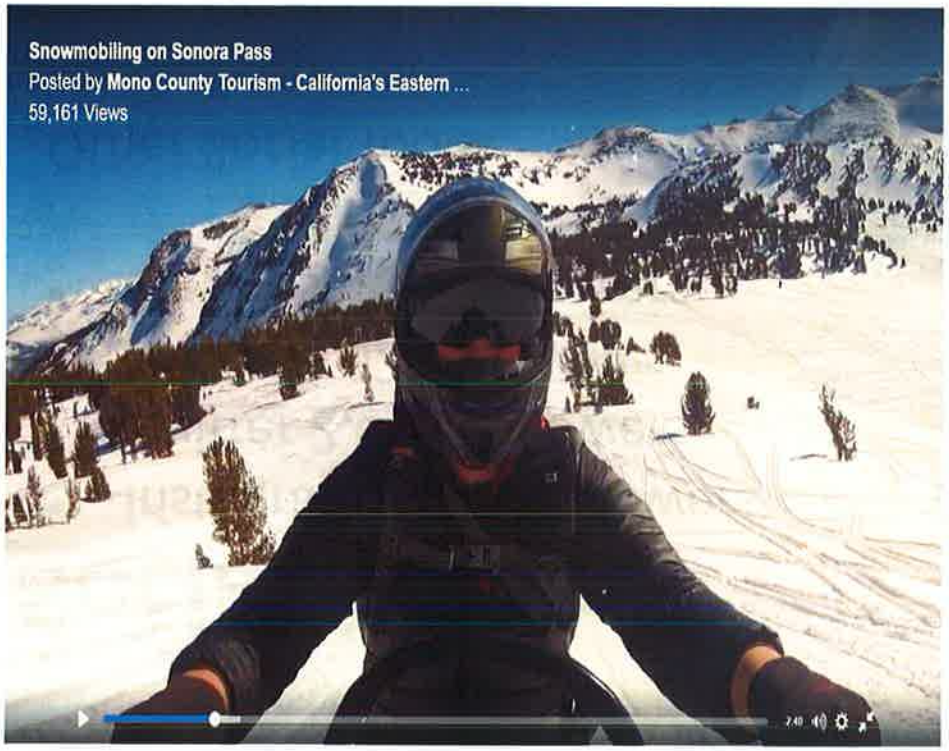
368 posts **8,176** followers **320** following

Other Social Tools:

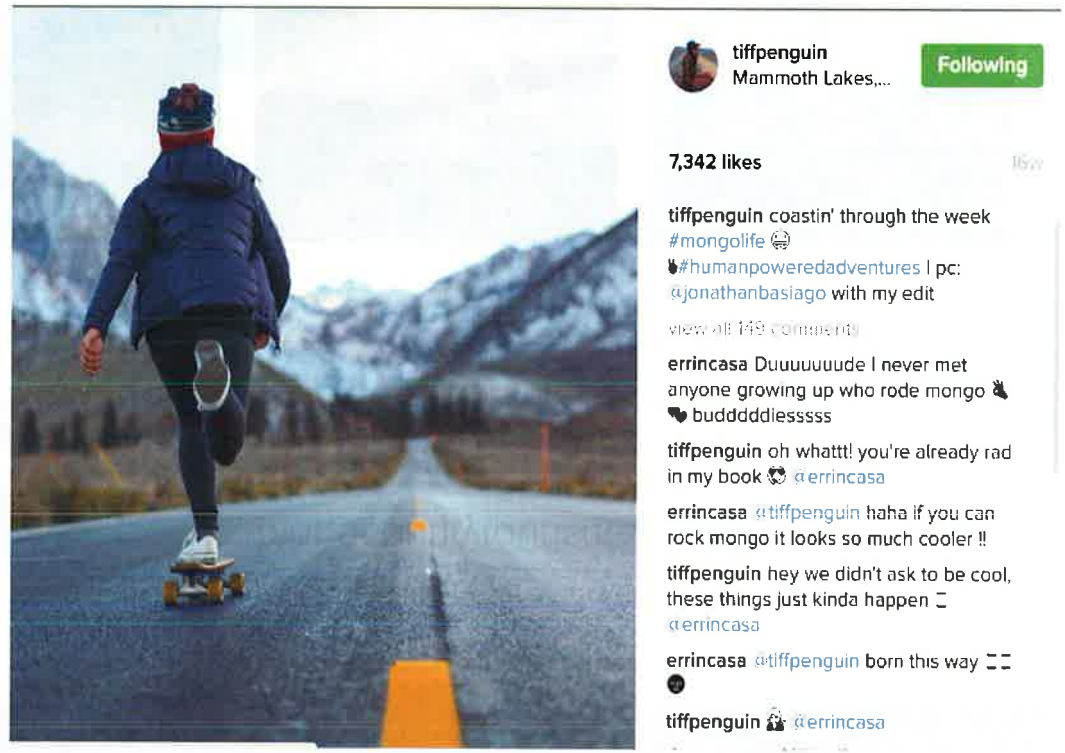
- Snapchat
- Facebook live
- Instagram Stories

Social Media

Mono County VLOG: 9 videos with 562,811 Views!



Social Media influencers



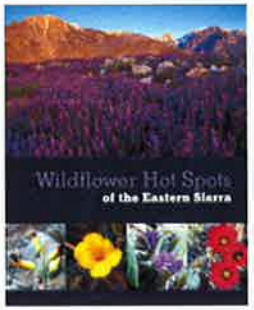
Newsletter

Monthly newsletter to 21,597 emails

- Open Rate is 5% above industry average

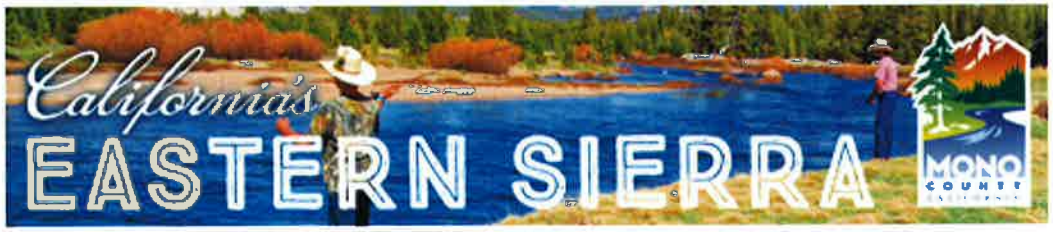
Wildflowers Will 'WOW' You This Year!

Get ready! We are expecting the wildflowers this spring and summer to be absolutely fantastic. Plan your trip now to get the best lodging rates or campsite. Here's a few helpful tips for when you get here:



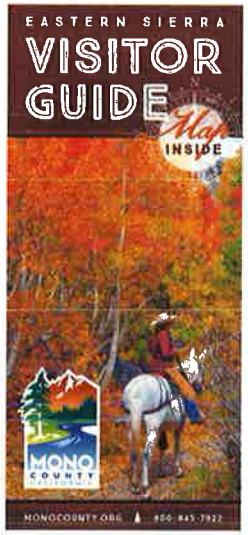
Wildflower Hot Spots of the Eastern Sierra includes maps, flower information, viewing tips, and more from Fossil Falls to the Bodie Hills. It is available as a PDF online, but we recommend donating $2 for your own copy at an ESIA Discovery Store, located in visitor centers throughout the Eastern Sierra (Lone Pine, Bishop, Mammoth Lakes, Lee Vining, Bridgeport).

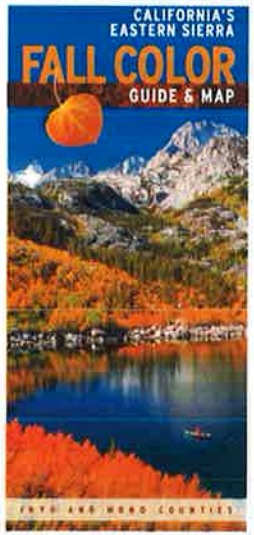
And mark your calendar to join Friends of the Inyo on June 11th for "Breakfast with a Botanist" -

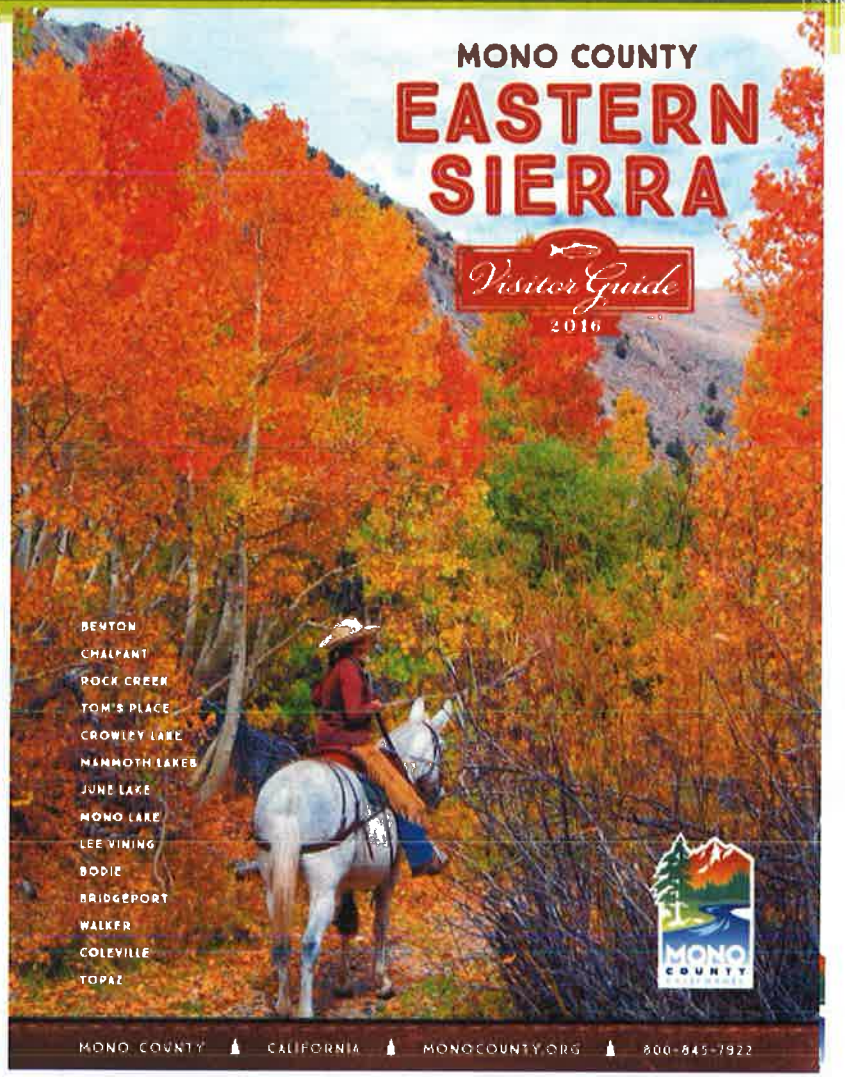


Visitor Guide & Collateral

- **2016 Visitor Guide**
  - Expanded by 16 pages
  - 100% Ad supported
- **Fall Color Guide & Map**
- **Yosemite East**
- **Mono & Inyo Motor Touring Guide**
- **Events Calendar**
- **Mono County Map Guide**







Tradeshows

9 Tradeshows totaling 2.5 million visitors:

- San Diego Travel & Adventure Show
- Bay Area Travel & Adventure Show
- Fred Hall Fishing Show – Long Beach
- Fred Hall Fishing Show – San Diego
- Sacramento International Sportsman Expo
- California State Fair
- Los Angeles Travel & Adventure Show
- Reno Outdoor Expo
- Film in California Locations Show

Almost 3,000 new leads!

Advertising

- Western Outdoor News
- California Sportsman
- Sierra Fisherman
- Eastern Sierra Fishing Guide
- California Visitor Guide
- Visit California International Guide
- Adventure Outdoor
- Locations International Magazine

Television Advertising

Promotional Video – Winter Ad – Fall Colors - Fishing

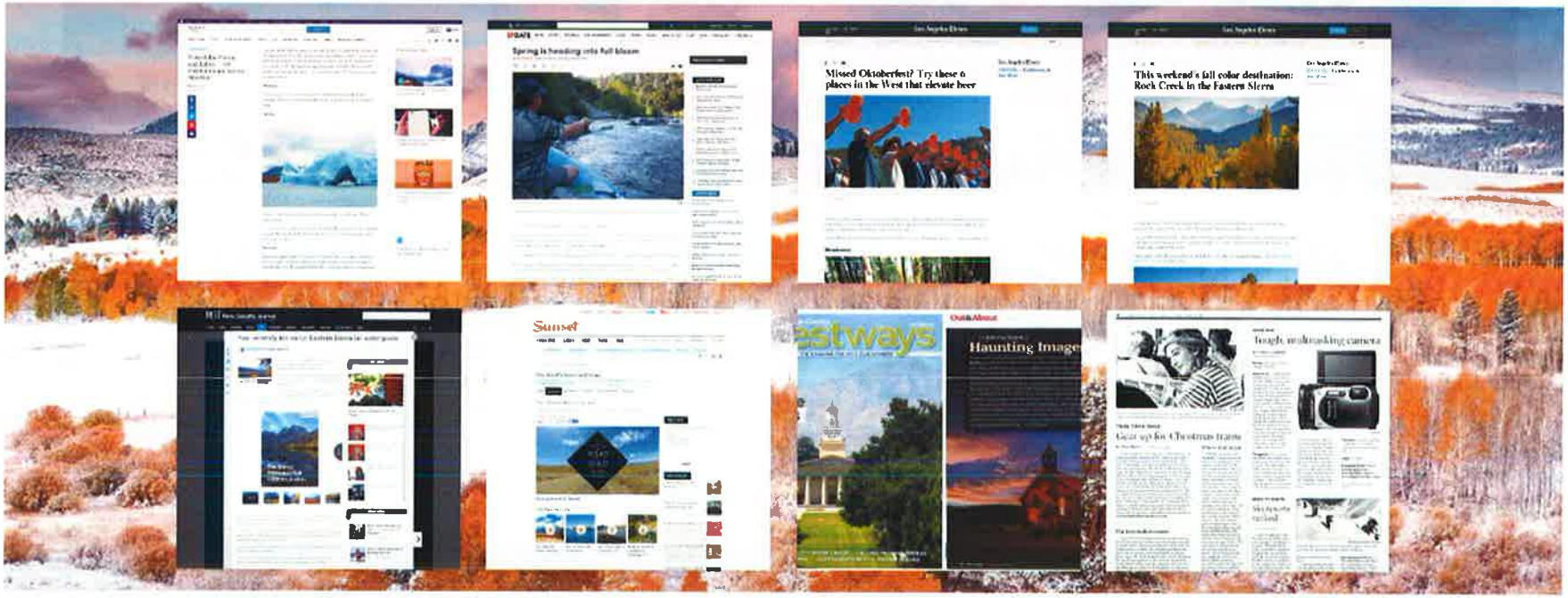
Public Relations

55
PIECES OF COVERAGE:

1.25M
ESTIMATED COVERAGE VIEWS:

525K
SOCIAL SHARES:

4.72M
CIRCULATION:



Fam Trips

Media / Travel Professionals:

- United Kingdom
- France
- Japan
- New Zealand
- Italian
- Lonely Planet
- Instagrammers
- Germany
- Society of American Travel Writers (SATW)
- High Sierra – Visit California – Visit Mammoth

Tourism Partners

DiscoverAmerica.com

California
find yourself here

CALIFORNIA'S
HIGH SIERRA

FRIENDS OF THE INYO
PRESERVATION • EXPLORATION • STEWARDSHIP

BISHOP
CALIFORNIA

Mammoth Lakes

YARTS

Eastern Sierra Interpretive Association

Visit California 3rd Thursday

California
find yourself here

Community Event Marketing Fund

- **$3,000** – Kite Festival in Antelope Valley
- **$3,000** – Birding in our Valley
- **$3,271.45** – Bridgeport Fish Fest
- **$2,500** – Bridgeport Trout Tournament
- **$2,500** – Bridgeport Founder's Day
- **$1,017.55** – Bird Chautauqua
- **$3,000**- June Lake Jam fest
- **$500** – Graniteman Challenge
- **$2,000** – Eastern Sierra Art Festival
- **$2,000** – Mammoth Gran Fondo
- **$2,000** – Mammoth Lakes Event and Wedding Expo
- **$2,000** – Oktoberfest

Total $26,789

Historical Societies Grant Fund

- $870 Mono County Historical Society
- $1,377 Mono Basin Historical Society
- $1,377 June Lake Loop Historical Society
- $1,376 Sothern Mono Historical Society
- $1,000 Historic Benton Hot Springs

Total $6,000

California State Fair

- Won “Best Design” & Silver Award
- Featured Bodie Brewery and our own local breweries: Mammoth Brewing Co., Blacked Doubt and June Lake Brewing

Tourism Goal

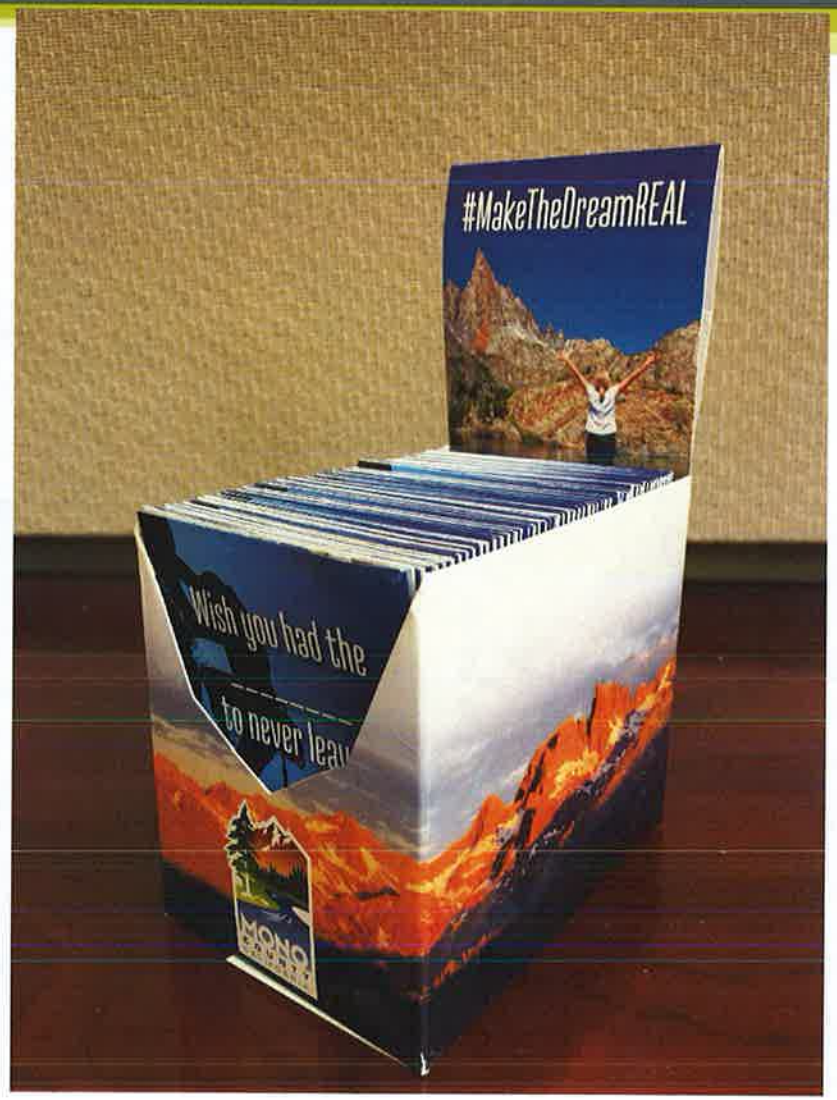
To continue to drive overnight and day visits to Mono County to increase TOT and visitor spending in Mono County.

What is Economic Development

- Economic Development is the creation of wealth through which community benefits are created.
- Strategic Plan - Promote strong and diverse economy

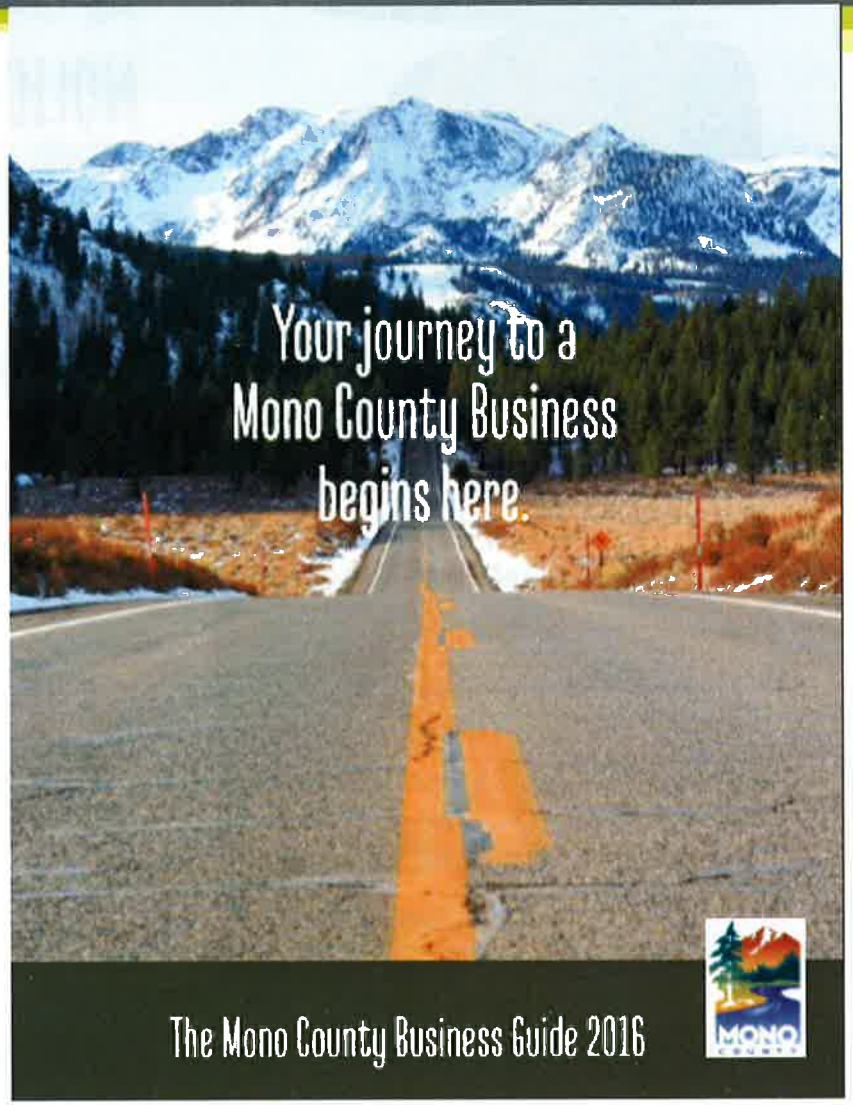
Business Attraction

- Work with existing visitor base to attract new business and jobs
- People who already love and visit the Eastern Sierra
- Low hanging fruit – planting the seed



Business Attraction

- Mono County Business Guide 2016
- Establish Inventory of commercial space and developable land
- Collaboration with Community Development/Planning on new business inquiries
- Continue to work with IT to leverage D395 opportunities



Business Attraction

- New Business in Mono County

MAMMOTH EXPEDITIONS

HIGH SIERRA
SNOWCAT & YURT

Mono Lake Produce

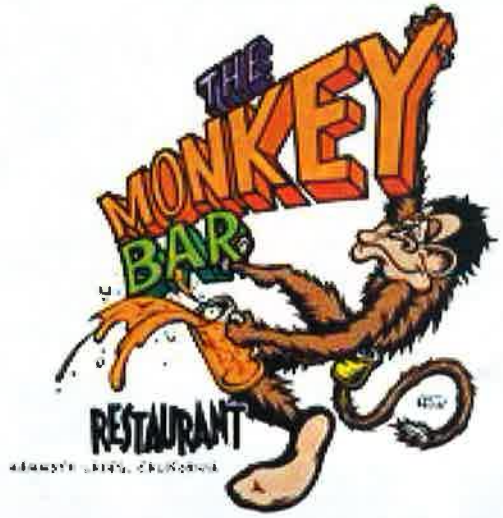
EASTERN SIERRA
BREWERY TOURS

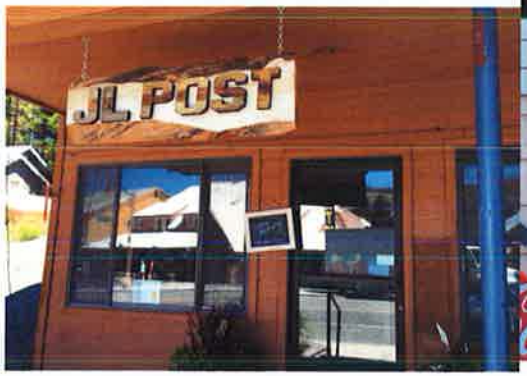
MAMMOTH in MOTION
Yoga · Fitness · Movement · Art

BLACK DOUBT
BREWING CO.

Business Attraction

Business Attraction





Business Retention and Expansion

- Primary focus of our strategic plan
  - Based on input from the Board, RPAC, and Small Business Survey
- 70-80% of new jobs created come from existing businesses
- New businesses investigate current business success and climate before relocating
- Comprehensive BR&E survey with Mammoth Lakes Chamber

Business Retention and Expansion

- Business Purchases
  - Jolly Kone
  - High Sierra Bakery
  - Big Rock Resort
  - June Lake Motel
  - Edelweiss Lodge

Business Retention and Expansion

- Current Business Resources
  - Economic Development Website
  - Free Business and Technical Assistance
  - Peak Performance Program
  - Workshops and Webinars – Training and development
  - Workforce Services – WIA funded programs
    - Mono County Office of Education
  - Business support – SBA, Governor's office of Economic Development, USDA, SBDC
  - Access to capital support
  - Current job listings
  - Business workshops

State of the County

2ND ANNUAL

STATE OF THE COUNTY

WHEN FRIDAY • JUNE 3, 2016 • 8:30 AM – 2:00 PM

WHERE MOUNTAINSIDE CONFERENCE CENTER
Mammoth Mountain Ski Area Main Lodge, 3rd floor
1 Minaret Road, Mammoth Lakes, CA 93546

FREE! MUST RSVP: LGrans@mono.ca.gov / 760-924-1738

PRESENTATIONS

Join us to hear California industry experts share insights on key tourism and economic development trends that impact our region; how to prepare for the rapidly growing Chinese travel market, followed by specialized breakout sessions. Refreshments and light lunch provided!

DREAM BIG: DOMESTIC AND INTERNATIONAL TRAVEL TO CALIFORNIA
Leona Reed – *Vice President, International Marketing for Visit California*

Leona leads the international marketing team and oversees brand advertising, cooperative marketing, digital content, travel trade and public relations initiatives for Visit California's 13 target international markets: China, United Kingdom, Canada, Mexico, Australia, Brazil, Japan, Germany, France, South Korea, Italy, Scandinavia and India.

CHINA IN THE SPOTLIGHT
Charlie Gu – *Director, China Luxury Advisors*

Xiaofeng "Charlie" Gu is a communications strategist, advising luxury brands, retails and travel destinations on attracting, engaging and retaining Chinese consumers. He possesses a deep understanding of the Chinese culture and assisted Visit California in launching a series of "China Ready" seminars for tourism-related businesses.

ECONOMIC DEVELOPMENT TRENDS AND INSIGHTS
Gurbax Sahota – *President & CEO, California Association for Local Economic Development (CALED)*

Gurbax and her team believe in the importance of developing meaningful partnerships in order to create and sustain healthy, wealthy communities. Gurbax will be joined by Michelle Stephens, CALED Program Manager.

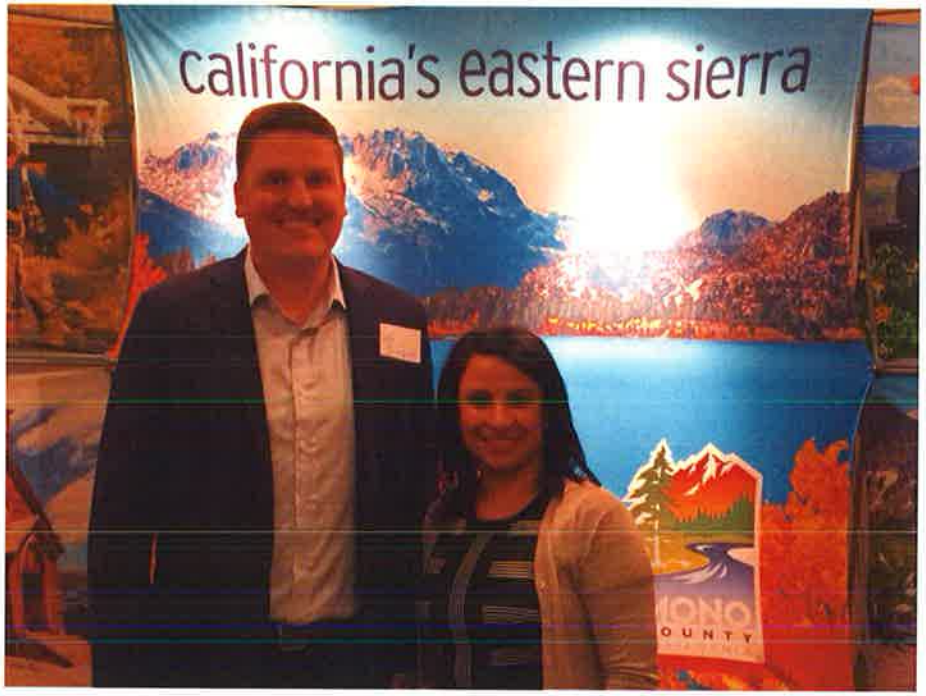
BREAKOUT SESSIONS

BIG HELP FOR SMALL BUSINESS (SBDC and GO-Biz Programs)
Jesse Torres – *Deputy Director/Small Business Advisor, Governor's Office of Business and Economic Development (GO-BIZ)*
Kelly Beardsley – *Director, Small Business Development Center, CSU Bakersfield*

SOCIAL MEDIA: TRICKS OF THE TRADE
Jeff Simpson – *Economic Development Manager, Mono County*

THE BUSINESS VALUE OF BROADBAND: WHY CONNECTIVITY IS IMPORTANT FOR YOUR BOTTOM LINE
Nate Greenberg – *Director of Information Technology, Mono County*

Ambassador



Thank you!

MONO
COUNTY

August 16, 2016
Regular Meeting
Item #13a
Community Development

Draft Comment Ltr. on the Inyo National Forest Plan Revision & Draft Environmental Impact Statement

Mono County
Community Development Department

PO Box 347
Mammoth Lakes, CA 93546
760.924.1800, fax 924.1801
commdev@mono.ca.gov

PO Box 8
Bridgeport, CA 93517
760.932.5420, fax 932.5431
www.monocounty.ca.gov

August 16, 2016

To: **The Honorable Mono County Board of Supervisors**

From: Wendy Sugimura, Associate Analyst
Scott Burns, Director

RE: **Checklist of Missing Information / Discussion Points for Inyo National Forest Plan Comments**

Administrative Edits:

1. Paragraph in introduction referencing Strategic Plan, General Plan, impacts to County, reliance on recreation and tourism, connection of residents to forest, etc. Add relevant General Plan citations from community planning areas (see attached letter from the Mono Basin Regional Planning Advisory Committee; provide similar set of citations for other communities as well).
2. Attachment #2, comments from the Eastern Sierra Recreation Collaborative/Eastern Sierra Council of Governments, is currently missing and will be added.
3. Wilderness:
    a. Describe the wilderness character and attributes of recommended additions.
    b. Ensure map set is clearly labeled.
4. Wild & Scenic Rivers:
    a. Describe wild & scenic river character and attributes of recommended reaches.

Potential Additions/Edits Needing Board Direction:

1. Any additions based on Planning Commission feedback.
2. Wild & Scenic Rivers:
    a. Draft letter recommends addition of the lower reaches of Rush, Parker and Walker creeks. The Mono Lake Committee (MLC) recommends all reaches of Rush, Lee Vining, Parker and Walker creeks, and lower reaches of Mill Creek. Should the County include all creeks per MLC input?
3. Recreation Classes: Discuss "zoning" of recreation classes across the landscape and provide specific recommended changes.
4. Recreation Places & Special Management Areas
    a. Provide input/edits on the names of Recreation Places and geographic boundaries/descriptions.
    b. Identify Recreation Places (or smaller areas of these places) that warrant special management. As a starting point, current Restricted Use Areas in/adjacent to Mono County include: Rock Creek, McGee Creek, Convict Lake, Mammoth Lakes, Reds Meadow Valley, June Lakes Loop, Lee Vining Canyon, Lundy Canyon, Ancient Bristlecone Pine Forest, and any research area.

Mono Basin
Regional Planning Advisory Committee

PO Box 347
Mammoth Lakes, CA 93546
760.924.1800 phone, 924.1801 fax
commdev@mono.ca.gov
www.monocounty.ca.gov/RPAC

August 22, 2016

Mono County Supervisors
PO Box 715
Bridgeport, CA 93517

Dear Supervisors:

Subject: Mono Basin RPAC comments on the draft Inyo Forest Plan

The Mono Basin Regional Advisory Committee would like to provide comments to help shape the development of Mono County's comments on the draft Inyo Forest Plan. As a gateway community to Yosemite National Park and visitor destination for Mono Lake, the community of Lee Vining has a vested interest in the outcome of the Inyo Forest planning process. Many of our visitors and residents recreate on forest lands and so the long-term health and viability of recreational opportunities is important to our economic sustainability.

To assist the County in developing comments to the Inyo National Forest we would like to share specific sections of the Mono Basin Community Plan: *Visioning to Action* (May 9, 2012). The plan is the result of a two-year visioning process and consensus-based final plan that guides planning efforts in the Mono Basin. See http://www.monocounty.ca.gov/rpac-mono-basin/page/mono-basin-community-plan for complete text.

Comments from the Mono Basin Community Plan: *Visioning to Action*

Mono Basin Vision:
Recreation opportunities and access that highlight our exceptional outdoor venues. We value responsible recreation use and access to protect and enjoy our natural environment.
A healthy natural environment with clean air and water, scenic grandeur, dark night skies, pristine wilderness and open space. We protect and cherish the natural character of the land by minimizing the intrusiveness of structures, protecting our natural assets, and being environmentally responsible. (p. 13)

Issues/Opportunities/Constraints section: 7. Federal resource management agencies and LADWP own and manage much of the land in the Mono Basin. Residents expressed conflicting sentiments about protecting the natural environment and sensitive habitats versus the ability to use, access and enjoy the land without overly restrictive regulations and/or fees. The challenge is to work with other agencies and within regulations to ensure the ability to use and enjoy the land while protecting its health. (p. 15)

Goal 1. Maintain the spectacular natural values of the Mono Basin and rural, small-town character of communities by managing growth, ensuring high-quality aesthetics, and providing for community development needs to enhance the quality of life for residents.

Objective A section – Provide for the orderly growth of Lee Vining in a manner that retains the small-town character by directing future development to occur in and adjacent to Lee Vining.

Policy 2: Where infill and rehabilitation is not viable, obtain lands adjacent to the existing community for the orderly expansion of Lee Vining.

Action 2.1: Work with appropriate agencies to provide for developable lands adjacent to Lee Vining. The Landownership Adjustment Project Final Report should be referenced for opportunities, policies, and procedures. (p. 17)

Objective C section – Encourage building types and architectural design compatible with the scenic and natural attributes of the Mono Basin.

Policy 6: Recognize that the Mono Basin National Forest Scenic Area Comprehensive Management Plan contains separate Scenic Area Guidelines that may impact development, and encourage developers within this area to consult with the Inyo National Forest in the planning phase. (p. 19)

Objective D section - Maintain, protect and enhance the natural, historical and recreational attributes of the Mono Basin.

Policy 1: Coordinate with public agencies and other land-management organizations, such as the BLM, USFS, LADWP, CDFG, and U.S. Fish and Wildlife Service, to understand local policies and engage locals in the management of their lands.

Action 1.1: Request resource agencies present information to and work with the Mono Basin RPAC and the community as public resource management issues arise. (p. 19)

Policy 3: Support recreational activities and the ability to use and enjoy the land while also protecting the natural environment.

Action 3.1: Identify recreation activity and access priorities, and work toward implementation. (p. 20)

Action 3.2: Coordinate with land management and transportation agencies such as BLM, Caltrans, ESTA, YARTS, USFS, and LADWP to ensure adequate access and responsible use. (p.20)

Action 3.3: Ensure new development does not impede, and preferentially enhances, existing recreation access and activities. (p. 20)

Goal 2: Grow a sustainable local economy with diverse job opportunities that offers year-round employment and wages that reflect the cost of living in the area.

Objective B section – Enhance and support the existing tourism-related economy.

Policy 2: Capitalize on local and nearby attractions such as Yosemite National Park, Bodie State Historic Park, Mono Basin Scenic Area, and the Tufa State Reserve by promoting Lee Vining as a centralized recreation hub.

Action 2.2: Support local recreational uses and visitor accommodations, such as existing campgrounds, hotels/motels, and RV parks. (p. 25)

Action 2.3: Collaborate with other agencies to provide 24-hour, year-round visitor sanitation facilities; e.g., public restrooms and sanitation facilities at popular recreation staging areas. (p. 25)

Policy 4: Diversify and promote recreation opportunities during the shoulder seasons and winter.

Action 4.1: Identify and implement potential shoulder season and winter opportunities, such as ice climbing. (p. 26)

Action 4.2: Work with applicable entities to increase access and activities. (p. 26)

Conclusion

The Mono Basin Regional Planning Advisory Committee is grateful for the opportunity to share relevant components of our Mono Basin Community Plan to help inform your comments on the draft Inyo Forest Plan. Please notify us for additional opportunities to assist in the development of the plan or if you need additional information.

Sincerely,

Paul McFarland
Chair, Mono Basin RPAC

August 16, 2016

Mr. Larry Johnston, District #1 Supervisor
Mr. Fred Stump, District #2 Supervisor
Mr. Tim Alpers, District #3 Supervisor
Mr. Tim Fesko, District #4 Supervisor
Mr. Byng Hunt, District #5 Supervisor
Mono County Board of Supervisors
P.O. Box 715
Bridgeport, CA 93517

Honorable Supervisors:

I want to thank you for your unswerving dedication and commitment to Mono County and its residents. It is a real pleasure to attend the BOS meetings and witness your careful and thoughtful deliberation of County issues. This considered deliberation is no less evident in the Inyo Forest Management Plan Revision and for this I am very grateful.

I want to add my support to the following issues addressed in the Plan Revision:

1. **Alternative B with Wilderness Additions:** I endorse Alternative B and the inclusion of the wilderness areas as articulated by the Sierra Club: (1) Deadman Canyon; (2) Deep Springs North; (3) Piper Mountain Addition 1; (4) Piper Mountain Addition 2; (5) Soldier Canyon; (6) Inyo Mountain Wilderness Addition; (7) South Sierra Addition East 1; (8) White Mountain Addition East; (9) White Mountain Addition West; (10) Dexter Canyon; (11) Excelsior; (12) Glass Mountain; and (13) Ansel Adams Addition. Current generations enjoy past generations' bequeathment of wilderness and National Park areas. It is incumbent upon us to pay these gifts forward.

2. **Funding:** Request that Congress better fund the USFS, specifically the INF, in order to support and manage the dramatic and profound increase in visitor use of this magnificent area.

3. **Fire Management:** I ask for the Board to give this issue very careful consideration because Mono County's air quality, quality-of-life, public health and welfare, and tourism industry rest on this issue both locally and geographically. If the EPA's Proposed Rule change for the Clean Air Act Regional Haze Rule is passed, Mono County will be profoundly affected by a dramatic increase in smoke pollution from forest restoration both within and without the County. Please take a strong stand in favor of air quality and public health and welfare.

4. **Ecological Integrity:** I believe it is beyond the scope of human intelligence and science to designate ourselves as the architects of ecological integrity. This is an issue that must be dealt with slowly, respectfully, and allow nature to be the lead. Americans are already reaping the results of previous forest management agendas and these have proven far from supportive of ecological integrity. Please be the voice of caution and patience regarding forest restoration. Support Wildland-Urban Interface safety management but allow for nature's longer rhythms to arise and manifest. Mechanical thinning and prescriptive burning may not be the best management agenda.

5. **Sustainable Recreation and Designated Areas:** Mono County and the Inyo National Forest are already experiencing the profound, and in many cases, negative impacts of increased visitors' attention and use of our magnificent landscape. As current residents and stewards of this landscape, we must grapple with, and try to balance, the issue of sustainable recreation with the sustainable health of the natural landscape. There cannot be unbridled augmentation of tourism without careful deliberation of mechanisms to protect nature from over-use. These should include: (1) More funding by the federal government for the USFS; (2) Inclusion of the above mentioned Wilderness Areas; (3) More law enforcement for both the front and back country; (4) Restoration of infrastructure and implementation of new infrastructure in the form of human waste and trash management; and (5) Restriction of off-highway vehicle use and the creation of new roads.

6. **Wild and Scenic Rivers:** I endorse the Sierra Club's list of Mono County waterways to this designation: Dexter Canyon and Wet Canyons, S. Fork Birch Creek, O'Harrel Canyon Creek and the lower reaches of restored Mono Lake tributaries Rush, Parker, and Walker. I would also request that the Board add Lower Rock Creek to this list. This waterway is of extreme beauty and under extreme human use pressure currently as has been graphically demonstrated by the recent Rock Creek Fire.

I support the Board's request for an extension to the comment period. Our public lands use and management require very careful, thoughtful deliberation. So much is at stake, nature's integrity, air quality, water quality, and future generations' quality-of-life. Thank you for acknowledging and carefully weighing these big issues.

Liz O'Sullivan

Liz O'Sullivan