



**MEETING MINUTES
BOARD OF SUPERVISORS, COUNTY OF MONO
STATE OF CALIFORNIA**

**SPECIAL MEETING
April 2, 2013**

**June Lake Community Center
90 West Granite Avenue, June Lake, CA 93529**

Combined with June Lake Citizens Advisory Committee meeting

7:00 p.m. Meeting Called to Order by Supervisor Hunt, Chair

- Supervisors present: Alpers, Fesko, Hunt, Johnston, and Stump
- Supervisors absent: None

OPPORTUNITY FOR THE PUBLIC TO ADDRESS THE BOARD

- Ralph Lockhart: Minaret Cinema in Mammoth Lakes will host a special preview showing of the new Tom Cruise movie, part of which was filmed in June Lake. The showing is scheduled for April 19 and the cost is \$15; a portion will be donated to the June Lake Chamber of Commerce.
- Patti Heinrich: There will be a trout derby event on the opening day of fishing season.
- Announcement: Town cleanup day will be held in May.

REGULAR AGENDA

1) BOARD OF SUPERVISORS

June Lake Citizens Advisory Committee (CAC) is holding a regular meeting which will include a report by the Peer Resort Tour Group regarding their recent trip to several eastern ski resorts. The Board of Supervisors may attend the CAC meeting and may participate in the discussion.

Citizens Advisory Committee Agenda

Facility Improvement Update

- Joe Blanchard, Mono County Public Works: Update about improvements to the ball field and community center windows.

June Lake Private Fuel Reduction Project

- The document is being reviewed by the Forest Service; the June Lake Fire Board will discuss the document at its April meeting. July 13-14 is wood chipper weekend.

Peer Resort Tour Update

- Carl Williams, Mammoth Mountain/June Mountain Ski Areas, presented the draft document, which is posted online (visitjune.com/strategicplan). Reviewed the following:
 - Make June Mountain more compatible with Mammoth Mountain.
 - Market June Mountain to new skiers and families.
 - Peer resorts visited:
 - Bromley Mountain, Vermont: competes with a larger ski resort; summer programs for children; more profitable in the summer.
 - Smugglers' Notch, Vermont: "America's Family Resort"; self contained; big summer business; not good transition hills between beginner and intermediate skiers; average stay is 4-5 days.
 - Waterville Valley Resort, New Hampshire: "New Hampshire's Family Resort"; charges resort fee on each room that is used for amenities and marketing; redefining identity; home of free style skiing; planning an expansion; offers many activities.
 - Okemo Mountain Resort, Vermont: Many winter and summer activities; intermediate skiing; brought back from bankruptcy; family focused; struggling with identity; lacks programming and packaging; surface management (snow making and grooming).
 - Feedback from some resort guests about price, surface management, older chair lifts (keeping pace more relaxed), and children's activities.
 - Feedback from those who went on the tour: East Coast has smaller resorts in a competitive market; summer business is important to overall health of the resort; need to figure out how to sustain June Mountain in order to attract capital; need to view June Lake as a resort community; invest in marketing and promotion.
- Jim Smith, Mammoth Mountain/June Mountain Ski Areas, reviewed the strategic framework: Vision, Mission, Strategies, Tactics, and Tasks.
 - This needs to be a holistic approach with community involvement.
 - June Mountain needs to be sustainable on its own.
 - Positioning, programming, and marketing can grow visits, thereby attracting capital.
- Ralph Lockhart, resort tour participant, reviewed each element of the strategic framework; outlined various strategies and tactics.

June Lake Revitalization Committee Report

- Patti Heinrich: 1) Triple threat event, snowmobile rally, band events and snowman event were all successful and positive for the community. Heinrich thanked the County for their support.

Board of Supervisors Comments

- **Supervisor Hunt:** June Lake has the opportunity to do extraordinary things; good strategy to use June Mountain as an affordable family oriented resort and feeder resort to Mammoth.
- **Supervisor Alpers:** Will visit the resorts in the summer to see those business activities; June Lake is at a great point to go in a new direction; would like the community to move forward into positive action and continue to build the team effort.
- **Supervisor Johnston:** The tour areas were a good representation of similar ski resorts; there are things that are achievable within a relatively short time frame; looks forward to working with the community.

- **Supervisor Fesko:** The current situation is a good opportunity to move forward as a community and keep working together like this past winter; the community needs to make its own future, this will require give and take for the betterment of the community.
- **Supervisor Stump:** There is a lot of community interest as evidenced by the attendance at the meeting. Concurred with the other Supervisors' comments.

Report of Development Activities in June Lake

- Scott Burns, Community Development: 1) Transient rental overlays are being reviewed—one is in June Lake. This will go before the Planning Commission and then to the Board of Supervisors. 2) A review of the Rodeo Grounds will be conducted after next week. 3) Parking standards are being adjusted in various communities including June Lake.

Next Regular Meeting

- Scheduled for May 7 at 7:00 p.m.

Announcement

- Supervisor Hunt: The Board of Supervisors is working on a strategic plan and is asking for public input at the April 9 meeting. The agenda item is scheduled for 1:00 p.m.

ADJOURN: 9:15 p.m.

ATTEST:

BYNG HUNT
CHAIR

LYNDA ROBERTS
CLERK OF THE BOARD

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