# MINUTES

**Economic Development, Tourism, and Film Commission MEETING of Tuesday, June 23, 2015 - 10:00am**

Board of Supervisors Room, Sierra Center Mall   
452 Old Mammoth Road, Mammoth Lakes, CA 93546

**Attending:** Andrew Jones, Chris Long, Jimmy Little, Jennifer Roeser, Michael Vanderhurst

**Absent:** Steve Morrison

**Staff:** Alicia Vennos, Jeff Simpson, Liz Grans

**Other:** Stacey Corless (Mono County Supervisor), Katie Vane (The Sheet), Craig Schmidt (Mammoth Lakes Chamber of Commerce), Katie Shaffer (East River PR)

1. Call to Order. The meeting was called to order at 10:10am by Commissioner Little.
2. Introductions and announcements.
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 April 3, 2015 special meeting. MOTION MADE BY VADERHURST, SECONDED BY LONG TO APPROVE THE APRIL 3, 2015 SPECIAL MEETING MINUTES. APPROVED 5-0, NO ABSTENTIONS.
5. Approval of the Minutes of the May 26, 2015 meeting. MOTION MADE BY VADERHURST, SECONDED BY LONG TO APPROVE THE APRIL 3, 2015 SPECIAL MEETING MINUTES. APPROVED 5-0, NO ABSTENTIONS.
6. Community Event Marketing Fund – Update and recap. At the last meeting, the Commission voted to fund two new events with the CEMF money available due to a cancellation (the High Sierra Triathlon Club’s “Graniteman” event, and the Northern Mono Chamber’s “Birding in the Valley” event). After the 6/23 meeting, staff was notified of another event cancellation (Sierra Nevada Alliance and Bodie Hills Conservation Partnership’s “Bridgeport Outdoor Fall Festival” event). That money was used to create, print, and distribute a rack card advertising Mono County 2015 events throughout the County and into Reno/Carson City.
7. Community Event Marketing Fund: Mammoth Lakes Wedding & Event Expo Report – Craig Schmidt, Mammoth Lakes Chamber of Commerce. Mr. Schmidt reported on the event, overall it was very successful for its first year. Slightly better turnout by vendors and attendees than expected.
8. Business Retention & Expansion Survey/Peak Performance Program – Craig Schmidt, Mammoth Lakes Chamber of Commerce. Mr. Schmidt reported on his work, partnering with different organizations like the Small Business Development Center in Bakersfield, on the Rural Development Grant. The Technical Assistance Program and Peak Performance Programs were combined in the grant. Work continues to grow a pool of qualified consultants for the technical assistance program, as well as creating the modules for the Peak Performance Program and Training. He is also working on the upcoming is the Mammoth Lakes Job Fair at the Westin (October 3rd).
9. Public Relations Annual Report – Katie Shaffer, East River PR. Ms. Shaffer gave a power point presentation highlighting the past year’s PR efforts and results. East River PR continues to develop new strategies and form good relationships in order to have better results and be more proactive with leads, responses, and releases. They are willing to entertain pitch ideas and took some suggestions from the Commissioners.
10. Monthly Financial/Budget Report. Ms. Coreless gave an overview of the schedule and procedures for the budget hearings, starting in August. Ms. Vennos gave an overview of the draft requested budget, although work is being done to finalize some items and a meeting is scheduled with Leslie Chapman on July 6th to review and possibly revise it further. A few new or recently discontinued items will be discussed, such as bringing back a fund to support the local historical societies. Staff will be presenting at the August 12th Board of Supervisors meeting on tourism initiatives and the fisheries commission.
11. Commissioner Reports.

Commissioner Roeser: Meeting with the BBC regarding a biography of William Mullholland (he had an interest in mules) as well as a travel documentary scheduled for September. Mule Days was a huge success – Bishop lodging is maxed out though, so she’d like to explore the options of partnering with lodging in Mono County and possibly having a shuttle to and from the event.

Commissioner Vanderhurst: Recent fam trips produced great feedback and results (Italian journalist wrote wonderful article) with the goal of multiple-night visits to our area.

Commissioner Long: The ATV and UTV Jamboree was a great success – they had record numbers in now the 8th year of the event. The event is growing and takes a huge community effort, but she express thanks to the few standouts.

1. Water supplies and irrigation on City of Los Angeles-owned lands in South County – Jennifer Roeser/Wendy Sugimura

ACTION: Discuss and determine if formal response from Commission and recommendation to the Board of Supervisors are desired.

Action tabled until it is determined if further action is needed, asking the Board of Supervisors and Community Development.

1. Economic Development Report. Newsletters have had positive feedback, trying to stay connected and relay important information to County businesses. Also, planning on collaborating a new procedure for struggling businesses and see if and where the Economic Development department would fit.
2. Tourism and Economic Development Agenda Items for Board meetings – discuss and schedule. Commissioner Little is planning to attend the July 7th Board of Supervisors meeting in Bridgeport to support the Commission’s name change and adoption of the new bylaws.
3. Strategic planning: Discussion for both Tourism and Economic Development strategic planning for upcoming fiscal year. Ms. Vennos touched on this in the budget process and welcomes any feedback as the County works on the overall strategic plan and the Economic Development departments works on their own and how it fits with the County’s.
4. Mono County Tourism and Film Commission Ordinance and Bylaws Review.

ACTION: Review and approve the draft amendments to the MCTFC Ordinance and Bylaws.

MOTION MADE BY VADERHURST, SECONDED BY ROESER TO APPROVE THE AMEDNMENTS TO THE ORDIANCE AND BYLAWS. APPROVED 5-0, NO ABSTENTIONS.

1. Fisheries Commission Report. Mr. Simpson reported the Fisheries Commission is requesting the same budget this year.
2. Film Commission Update. Ms. Vennos reported requested the same budget for the 15-16 fiscal year. Filming has been buses, with BMW, Toyota, and Honda all filming in the area recently. Interested at the recent film location conference FLICS was huge, partly due to the unique serving of June Lake Brewing’s canned beer! Thanks to JLB for donating beer for the event.
3. New website development by Simpleview.

ACTION: Discuss and Approve DTN advertising opportunities with Simpleview on the new website. After reviewing a few websites together, the commission discussed the DTN opportunity.

MOTION MADE BY JONES, SECONDED BY VANDERHURST TO APPROVE DTN ADVERTISING, WITH FIRST PRIORTIY GIVEN TO MONO COUNTY BUSINESSES AND TO EVALUATE THE PROGRAM AS NEEDED. APPROVED 5-0, NO ABSTENTIONS.

1. Project Status Update:   
   a. Collateral

b. Public Relations

c. Advertising/Social Media/E-Newsletter

d. Website

15. Call for Agenda items for next regular meeting. Follow up on the DWP correspondence, review the application received for the vacancy (when Alicia returns)

16. Adjourn the meeting and reconvene in regular session on July 28, 2015, 10:00am at the Walker Community Center located at 442 Mule Deer Road, Walker, CA 96107.