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MINUTES

Regular Meeting of Tuesday, January 26, 2016 – 10:00am

Board of Supervisors Conference Room – Sierra Center Mall
452 Old Mammoth Road Suite 306, Mammoth Lakes, CA 93546

1. Call to Order. THE MEETING WAS CALLED TO ORDER AT 10:00AM BY COMMISSIONER LITTLE.
2. Introductions and announcements.

Commissioners: Michael Vanderhurst, Chris Long, Jennifer Roeser, Andrew Jones, Steve Morrison, Geoff McQuilkin, Jimmy Little
Staff: Alicia Vennos, Liz Grans, Jeff Simpson
Other: Robert Schaubmayer, Alana Levin, Bob Gardener, Lindsay Barksdale, Alex Ertaud, Christie Osbourne, Craig Schmidt, Shira Dubrovner, Juliana Olinka, Sarah Jenkins, Tim Sullivan, Misti Sullivan, Dave Marquart, Janet Hunt, Stacey Corless
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). None.
4. Approval of the Minutes of the November 18, 2015 meeting.
MOTION MADE BY JONES, SECONDED BY VANDERHURST, TO APPROVE THE MINUTES OF THE NOVEMBER, 18, 2015 MEETING. APPROVED 7-0, NO ABSTENTIONS.
5. Community Event Marketing Fund.
ACTION: Review applications and approve funding. Event organizers made short presentations regarding their applications; discussion ensued by the Commission with dialogue and ideas exchanged between event organizers, Commissioners and staff.
MOTION MADE BY VANDERHURST, SECONDED BY JONES, TO APPROVE THE FOLLOWING:
\$3,000 FOR KITE THE VALLEY (NORTHERN MONO CHAMBER OF COMMERCE), \$3,000 FOR BIRDING IN OUR VALLEY (NORTHER MONO CHAMBER OF COMMERCE), \$3,271.45 FOR BRIDGEPORT FISH FEST (BRIDGEPORT CHAMBER OF COMMERCE). \$2,500 FOR BRIDGEPORT TROUT TOURNAMENT (BRIDGEPORT FISH ENHANCEMENT FOUNDATION), \$2,500 FOR BRIDGEPORT FOUNDER'S DAY (BRIDGEPORT CHAMBER OF COMMERCE), \$1,017.55 FOR MONO BASIN BIRD CHATAUQUA (EASTERN SIERRA INTERPRETIVE ASSOCIATION), \$3,000 FOR JUNE LAKE JAM FEST (MONO ARTS COUNCIL), \$500 FOR GRANITEMAN CHALLENGE (HIGH SIERRA TRI CLUB), \$2,000 FOR EASTERN SIERRA ARTS FESTIVAL (MONO ARTS COUNCIL), \$2,000 FOR MAMMOTH GRAN FONDO (MAMMOTH MOUNTAIN COMMUNITY FOUNDATION), \$2,000 FOR MAMMOTH LAKES EVENT & WEDDING EXPO (MAMMOTH LAKES CHAMBER OF COMMERCE), \$2,000 FOR OKTOBERFEST (MAMMOTH MEDICAL MISSIONS). APPROVED 7-0, NO ABSTENTIONS.
6. Commissioner Reports. Commissioner VANDERHURST congratulated staff on being a finalist for the Visit California Poppy Award Nomination for Best Social Media campaign. Along with Mammoth Mountain, Mammoth Lakes Tourism hosted an Instagram influencer from Australia which resulted in great exposure for the region.
7. Monthly Financial/Budget Report. Mid-year budget review is underway. All departments are providing the Board with a brief "highlights" presentation at the Board of Supervisors meeting on Feb. 16, 2016 as part of mid-year budget review.

8. TOT & TBID Presentation – Jeff Simpson. Mr. Simpson presented information on Tourism Business Improvement Districts and Transient Occupancy Tax rates in California and Nevada.
9. Economic Development Report & Strategy Discussion.
ACTION: Schedule dates for Strategic Planning and February meeting. THE COMMISSION AGREED TO RESCHEDULE THE FEBRUARY 23RD MEETING (STAFF WILL BE OUT OF TOWN AT A CONFERENCE) TO FEBRUARY 10TH, 2016 AT 9:00AM AT THE JUNE LAKE COMMUNITY CENTER. Staff will be presenting at the next Bridgeport RPAC meeting (date tbd). Mammoth Lakes Tourism was also nominated for a Poppy Award in the Public Relations category as well. Mr. Simpson was named a CALED ambassador, one of only four in the state. Staff will be working with CALED on training and educational opportunities for our area.
10. Fisheries Commission Report. Mr. Simpson gave a brief update on the Fisheries Commission’s work to establish new regulations for rush creek during spawning.. The Commission is also considering producing a new fishing brochure.
11. Film Commission Update. Toyota spent an estimated \$400,000 locally when they filmed in Mono County in early December. Another production is filming for several days with an 80 person crew, “I am Kait” reality TV show filmed at Mammoth Mountain. “It’s Always Sunny” TV episode filmed on Mammoth Mountain in spring, 2015 recently aired.
12. 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 requesting that Lee Vining remain included. TIMING ISSUE. LETTER WAS SENT FROM ECONOMIC DEVELOPMENT DEPARTMENT.
13. Project Status Update: Brief status updates were provided on the following initiatives.
 - a. Collateral
 - b. Public Relations
 - c. Advertising/Social Media/E-Newsletter
 - d. Website
 - e. Tradeshows & Conferences: Ms. Grans attended the San Diego Travel and Adventure Show. Ms. Vennos, and volunteers Chris Long, Pam Hamic, Gaye Mueller and Paul Madsen attended the International Sportsmen’s Expo in Sacramento. Both shows went well, very busy and great response from attendees.
14. Call for agenda items for next regular meeting.
15. Adjourn the meeting and reconvene in regular session on February 10, 2016 in June Lake at the June Lake Community Center.

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.