



CALIFORNIA'S EASTERN SIERRA

MONO COUNTY ECONOMIC DEVELOPMENT, TOURISM & FILM COMMISSION

P.O. BOX 603 ▲ 452 OLD MAMMOTH ROAD #306 ▲ MAMMOTH LAKES, CA 93546 ▲ 800-845-7922 ▲ WWW.MONOCOUNTY.ORG

MINUTES

Regular Meeting of Tuesday, January 30, 2018 – 10:00am

Board of Supervisors Conference Room – Sierra Center Mall
452 Old Mammoth Road Suite 307, Mammoth Lakes, CA 93546

1. Call to Order.

The meeting was called to order at 10:05 AM.

2. Introductions and announcements.

Commissioners: Sarah Walsh, Geoff McQuilkin, Michael Vanderhurst, Jimmy Little, Wendy Schneider, Chris Long
Staff: Alicia Vennos, Jeff Simpson, Liz Grans

Other: April Sall (Bodie Hills Conservation), Pam Hamic (Northern Mono Chamber), Bob Gardner (Mono County Supervisor), Ralph Lockhart (June Lake Chamber of Commerce)

3. Opportunity for the Public to Address the Commission.

Ralph Lockhart reported that the June Lake Winter Festival planning committee is meeting regularly before the March 3rd event. They are working with DJ's Mammoth Snowmobile Adventures on rentals for the poker rally. The event will again include the family fun zone at June Mountain and snow sculptures along Main Street, and new this year, will be a dog parade. There will be no winter triathlon as the race director is unavailable this year.

4. Approval of the Minutes of the November 28, 2017 meeting.

MOTION: Vanderhurst. SECOND: Walsh. APPROVED 5/0, no abstentions

5. Commissioner Elections.

ACTION: Commissioners to nominate and vote for the Mono County Economic Development, Tourism & Film Commission positions of chairperson and vice-chairperson for a one-year term (calendar year).

Commissioner Vanderhurst opened discussion. The Commission acknowledged Jimmy Little and thanked him for his many years as Chair; his dedication, commitment and time invested in the Commission are greatly appreciated.

MOTION: Vanderhurst nominated Geoff McQuilkin as Chair. SECOND: Schneider. APPROVED: 5/0, no abstentions.

MOTION: Little nominated Chris Long as Vice Chair. SECOND: Vanderhurst. APPROVED: 5/0, no abstentions.

6. Commissioner Reports.

Schneider: Friends of the Inyo (FOI) is working with Mono County and Forest Service on the new USFS management plan, as well as planning a robust stewardship plan for the summer. FOI received a grant from the County for trail work outside Mammoth Lakes, and is working with Mammoth Lakes Recreation on funding for trail work in the Mammoth Lakes area.

Vanderhurst: Attended the Air Service Marketing Workshop that Mammoth Lakes Tourism hosted with Mono County Tourism in June Lake. Clint Ostler, Embark Aviation presented best practices for local businesses to follow in order to benefit from marketing local air service.

Walsh: Requested information about Mammoth Lakes Tourism's Visitor Guide to find out if opportunities are available to include June Lakes businesses.

McQuilkin: Wild horses are all over Highway 120 E, so the Mono Lake Committee has been refraining from promoting, as well as warning visitors to use caution when driving.

Little: Potential for a "Friends of the Humbolt-Toiyabe" group being created, but a meeting with the USFS was cancelled due to government shutdown. The Bridgeport Winter Recreation Area opened on Saturday.

Long: The Valentine's Day dinner and Dance is coming up on 2/14 at the Community Center, and the CERT St. Patty's fundraising dinner is 3/17/18. The community is working to create hospice care and looking for funding.

7. Monthly Financial/Budget Report.

Vennos provided an overview of the department's fund accounts, the budget process and how the department receives its funding (1/12th of the Tourism Occupancy Tax). Mid-year County budget review is February 6th -- and the FY18-19 County budget will be adopted by the beginning of the new fiscal year (July 1). Mr. Simpson reported that he will be going to the Board at mid-year budget review to request \$50,000 from contingencies for fish stocking, due to a timing issue regarding the FY 18-19 fish stocking contract and the 2018 summer plant.

8. Economic Development and Tourism Report.

Mono County Tourism is named as a finalist for two of Visit California's Poppy Awards, which are Visit CA's biennial celebration of the best tourism marketing efforts by destinations in the state. Awards will be presented at the Visit CA Outlook Forum in Anaheim on February 15, 2018. Mono County is a finalist for the Best Social Media Campaign and the Best Cooperative Marketing (shared with Yosemite Gateway partners).

Vennos and Simpson also attended the California Association for Local Economic Development (CALED) Rural Economic Development Summit in Sacramento. The meeting included 60+ rural jurisdictions, and focused on key rural community issues – including workforce housing and labor shortages, lack of broadband, and new cannabis policies. Staff also met with GoBiz (Governor's Office of Business & Economic Development) on the trip.

9. Research Project Updates: Report on progress for Business Retention & Expansion Survey (BR&E), Economic Impact and Visitor Profile Study, Visa View report, County economic profile.

The BR&E survey has begun -- the survey takes about 30 minutes and will primarily take place in 1:1 interviews. The Visitor Profile study questionnaire is almost finalized; the consultant is currently recruiting local surveyors. Staff is working with CSU Chico on a county profile study, which will include economic statistical data analysis. Through Visit California's Research program, staff purchased a Visa View report for 2016 credit card spending in Mono County – all Visa transactions done in Mono County zip codes except 93546 (Mammoth Lakes).

10. Community Grants: Review and discuss revisions to the FY 2018-2019 grant applications.

The Commission discussed issues related to the timing of the grant funding budget adoption, as well as the parameters of the grant programs, and how to weigh criteria to assist with allocation decisions.

11. Fisheries Commission Report. Mid-year Budget request for fish stocking discussed during Budget agenda item.

12. Film Commission Update.

Commissioner Morrison gave a brief update on recent commercials filming in the area, and mentioned that Mammoth Mountain Ski Area has organized a blanket film permit with the Inyo National Forest.

13. Project Status Update:

- a. Collateral: New community maps project – Staff is working with the Bridgeport Chamber on this pilot project.
- b. Public Relations: East River PR will be giving a Public/Media Relations presentation at the March meeting.
- c. Advertising/Social Media/E-Newsletter – Mr. Simpson provided social media update.
- d. Website – Staff informed the Commission of the new Monocounty.ca.gov website, and also shared that the new advertising program will go live on the tourism (Monocounty.org) website soon, testing Simpleview's DTN ad program with businesses that advertised in the 2018 Mono County Visitor Guide.
- e. Tradeshows & Conferences. Staff gave reports on recent tradeshows including the San Diego Travel Show and International Sportsmen's Expo. Commissioners reviewed the 2018 tradeshow and conference schedule.

14. Call for agenda items for next regular meeting.

15. Adjourn the meeting and reconvene in regular session on Wednesday, February 28, 2018 at the June Lake Community Center (90 W. Granite Ave. June Lake, CA 93529).