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MINUTES

Regular Meeting of Tuesday, January 31, 2017 – 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 10:05am by Commissioner Jones.
2. Introductions and announcements.
Commissioners: Andrew Jones, Michael Vanderhurst, Chris Long, Jennifer Roeser, Geoff McQuilkin
Absent: Steve Morrison, Jimmy Little
Staff: Alicia Vennos, Liz Grans, Jeff Simpson
Other: Pam Hamic (Northern Mono Chamber), Alana Levin (High Sierra Tri Club), Heather Schaubmayer (Mammoth Rock n' Rye, Oktoberfest), April Sall (Bodie Hills Foundation), John Peters (Mono County Supervisor), Abagael Giles (The Sheet newspaper)
3. Opportunity for the Public to Address the Commission.
Heather Schaubmayer gave the Commission a review of the 2016 Mammoth Oktoberfest event which received \$2,000 from the Community Event Marketing Fund (CEMF). The CEMF money was used on social media advertising. Information gathered from the Measure U surveys showed 88% of attendees were from out of the area. The Oktoberfest Facebook page has more likes on one in year than the Mammoth Rock n' Rye Facebook page has after three years, so they see great growth potential and hope to expand the event to two weekends in the future.
4. Approval of the Minutes of the November 29, 2016 meeting.
MOTION MADE BY ROESER, SECONDED BY VANDERHURST TO APPROVE THE MINUTES OF THE NOVEMBER 29, 2016 REGULAR MEETING. APPROVED 5-0, NO ABSTENTIONS.
5. Graniteman and June Lake Triathlon Event Recaps. Alana Levin, High Sierra Triathlon Club.
Alana Levin reported on the 2016 June Lake Triathlon, and the 2016 Graniteman event which received \$500 from the Community Event Marketing Fund (CEMF). The CEMF money was used for Graniteman print materials, largely distributed with and at the June Lake Triathlon to help cross-promote both events. While the June Lake Tri saw a slight decrease in registrations (over-saturated market), the Graniteman event saw a 200% growth. It's a unique event, and Ms. Levin predicts continued growth.
6. Commissioner Reports.
Commissioner McQuilkin: Mono Lake has risen 6 inches from rain and snow falling on the lake. The LA Times was in Lee Vining reporting on the weather and effects on the drought.
Commissioner Roeser: Spoke with manager of Rock Creek Lodge who reported bookings were strong despite the weather and avalanche concerns. There are two new alfalfa ranches in the tri-valley area. Attended the Rose Bowl parade, which included the first exact reproduction of the 20 mule team wagons that were used in the 1880s. New art gallery will be opening in Coleville. The Wild Horse & Burro Advisory Board will be visiting the area to check the Adobe wild horse herd in North County.

Commissioner Jones: June Lake and June Mountain have been very busy. The June Lake Winter Festival is coming up on Saturday, March 4th. The event is working through a US Forest Service permit issue for the fat-tire biking portion of the triathlon.

Commissioner Vanderhurst: Mammoth Lakes Tourism (MLT) is focusing a great deal on Asia. The India market is also growing rapidly and largely untapped. Encourage Mono County to pursue international travel that would complement MLT's international outreach efforts.

7. Monthly Financial/Budget Report.

Staff reviewed the budget with the Commission. County mid-year budget review is scheduled for the Feb. 21 Board of Supervisors meeting.

8. Economic Development and Tourism Report.

Staff is currently wrapping up the final small business testimonial video, a slightly longer compilation video. Staff played the draft video for the Commission and took feedback. Nate Greenberg, Mono County IT Director, will be showing the video at the Mountain Ventures Summit in Telluride, CO. Staff also discussed the passing of Proposition 64, the legalization of marijuana in California, and what the Commission's stance would be regarding new businesses and activities related to Prop. 64 in Mono County. It was decided that this should be a future agenda item.

9. Update on Community Grants.

Eight applications were received for the Arts & Culture Grant Program now administered by the Economic Development department. Staff will review the applications with the CAO and approve allocation of funding. The Community Event Marketing Fund allocations are in the minutes from the previous meeting. Funds for the Historical Societies Grant Program have also been allocated to four historical societies.

10. Fisheries Commission Report.

Jeff Simpson reported that the 2017 stocking schedule is still in progress and not yet finalized. He also updated the Commission on some of the Fisheries Commission's potential projects, including the installation of monofilament dispensers.

11. Film Commission Update.

Alicia Vennos met with Rosalie Herrera, the Inyo National Forest Service Special Use Administrator for the White Mountain and Mt. Whitney Ranger Districts, and Chris Langley, the Inyo County Film Commissioner to discuss ways to assist the Forest with film production applications. Many other film productions have been attracted to the snowy landscapes in Mono County recently, including BMW, a major bed/bath brand, and Jeep.

12. Project Status Update:

- a. Collateral: The new Backroad Tours guide is finished. Next project is the "business welcome guide".
- b. Public Relations: East River PR provided the Commission with a written overview of January's PR initiatives.
- c. Advertising/Social Media/E-Newsletter: Winter/Spring fishing ads in California Sportsmen and Inyo Register's Eastern Sierra Fishing Guide
- d. Website/Social Media: The new tourism website saw a big increase in traffic last fall. Staff is working on clean-up of the CRM and listings. Liz Grans is doing an excellent job growing Instagram, now at 12,000 followers.
- e. Tradeshows & Conferences: ISE tradeshow went well in Sacramento; schedule was reviewed and next show is Bay Area Travel & Adventure in Santa Clara, Feb. 11/12.

13. Call for agenda items for next regular meeting. Discussion on advertising in international markets, discussion with more information regarding Prop. 64.

14. Adjourn the meeting and reconvene in regular session on Wednesday, February 22, 2017 at the June Lake Community Center (90 W. Granite Ave. June Lake, CA 93529).