



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 Wednesday, March 28, 2018 – 10:00am

Lee Vining Community Center
296 Mattly Avenue, Lee Vining, CA 93541

1. Call to Order.
The meeting was called to order at 10:00 AM by Chair, Geoff McQuilkin.
2. Introductions and announcements. Round-table introductions were made:
Commissioners: Sarah Walsh, Geoff McQuilkin, Michael Vanderhurst, Steve Morrison
Staff: Alicia Vennos, Jeff Simpson
Other: Katie Schafer and Jenny Kendrick (East River PR), Michael Draper (Community Development), Misti Sullivan (Bridgeport Chamber of Commerce), Ralph Lockhart (June Lake Chamber of Commerce), Sarah Rea (Media)
3. Opportunity for the Public to Address the Commission. Ralph Lockhart reported that the Trampoline Club at Snowcreek was covered by NBC.
4. Approval of the Minutes of the January 30, 2018 meeting.
MOTION: Vanderhurst. SECOND: Morrison. APPROVED 4/0, no abstentions
5. Presentation from East River PR.
Katie Shaffer and Jenny Kendrick presented a report on the Public Relations strategic efforts and media outreach over the past year, as well as media coverage results. Suggestions made by commissioners included more focused story angles touting the east side of Yosemite, targeting niche markets like photographers, and creating new angles for traditional story ideas. Vanderhurst also suggested media outreach around the new IKON season pass which will bring new skiers/snowboarders and visitors to Mono County. Discussion included ways to reach Las Vegas as a target drive market.
6. Commissioner Reports.
Sarah Walsh provided a recap on the June Lake Winter Festival; Ralph Lockhart added an outline of the Festival marketing efforts, attendance and reasons behind weather-related date change. Walsh mentioned June Lake Little Loopers daycare facility opening, that the Sierra Inn is in escrow, and the Lyft is hoping to open this summer. Steve Morrison reported on two large commercial film productions – On Star and Ford. Michael Vanderhurst provided an update on the successful Elevation event and resulting UK media coverage which was extensive. Geoff McQuilkin distributed the Mono Lake newsletter, and said that spring run-off forecast and lake level projections would be available the first week of April.
7. Monthly Financial/Budget Report.
Vennos provided an explanation of the 2-phase county budget process for FY18-19, and that the county operating budget is set to be adopted June 12th. The budget for tourism marketing is increasing to \$291,000 based on a 5% projected growth in FY18-19 Transient Occupancy Tax (TOT) revenues. Quarter 2 TOT revenues are up 5% over Q2, 2017.

8. Economic Development and Tourism Report.
At the recent CALED conference, Mono County Economic Development department received an Award of Merit for the “Life, Mountains, Work” marketing campaign. Jeff Simpson was a panelist for a break-out session on Rural Reinvention and made an excellent presentation. Vennos reported on Opportunity Zone designations, for which Mono County did not qualify due to thresholds regarding poverty levels and median household income.
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 winter season surveys for the Visitor Profile/Economic Impact Study are complete; the spring wave begins April 27th. The BR&E survey is also underway. The 2017 Visa View report will be purchased again through an opt-in program through Visit California.
10. Cannabis Update:
Michael Draper, Community Development, gave an update on the Mono County draft ordinance overview and proposed amendments to the General Plan. Vennos mentioned that staff from several departments were reviewing Chapter 5.60 of the ordinance, and several provisions will be discussed with the Board of Supervisors at the regular meeting on April 17th.
11. Fiscal Year 18-19 Strategic Plan Discussion.
Due to shortage of time, this item was tabled until April meeting.
12. Fisheries Commission Report.
Simpson reported that the Mid-year Budget request for summer 2018 fish stocking had been approved.
13. Film Commission Update.
Previously discussed in Commissioner Reports.
14. Project Status Update:
 - a. Collateral: New community maps project – Bridgeport map is being proofed and finalized.
 - b. Public Relations – Thank you to East River PR for the presentation at this meeting.
 - c. Advertising/Social Media/E-Newsletter – Fishing Opener/early season fishing advertising scheduled to begin – TV and print media.
 - d. Website – Nothing to report.
 - e. Tradeshows & Conferences – 2018 Fishing and Travel shows complete; next shows will be IPW in Denver and Film In California Conference in Los Angeles.
15. Call for agenda items for next regular meeting.
* Strategic Plan Discussion for FY18-19 will be agenda priority.
16. Adjourn the meeting and reconvene in regular session on Tuesday, April 24, 2018 in Bridgeport, CA. Location TBA.