



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

AGENDA

Special Meeting of Thursday, August 15, 2019 - 10:00 AM

Bridgeport Health Department Annex
199 Twin Lakes Rd., Bridgeport, CA 93517

1. Call to order.
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 the June 25, 2019 meeting.
5. Monthly Financial/Budget Report.
 - a. Tourism Marketing Reserve Fund: Discussion of policies for the fund and possible action.
6. Economic Development and Tourism Report.
 - a. Key Data Dashboard – Review and discussion of services provided. Possible action to approve contract.
 - b. Update on research projects, including Economic Impact of Tourism and Visitor Profile Study, Business Retention and Expansion Survey, and Advertising Conversion Study.
 - c. Report on Rural Infrastructure Financing Grant, sponsored by California Association for Local Economic Development (CALED)
 - d. Report on Community Grant Program application process – Liz Grans
7. Mono County Community Development Department Update/Report – Michael Draper/Bentley Regehr, Community Development Planning Analysts
8. Mono County Fish & Wildlife Commission Update – Jeff Simpson
9. Film Commission Update – Alicia Vennos
10. Project Status Update:
 - a. Collateral
 - b. Public Relations
 - c. Advertising/Social Media/E-Newsletter
 - d. Website
 - e. Tradeshows & Conferences
11. Commissioner Reports: Time permitting, Commissioners may share EDTFC-related information, community items, etc.
12. Call for agenda items for next regular meeting.
13. Adjourn the meeting. Reconvene in regular session at on Tuesday, September 27, 2019 at the June Lake Community Center (90 W. Granite Ave., June Lake, CA 93529).